

# shipping

# MANAGEMENT

APRIL 1957

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April is Perfect Shipping Month everywhere. What the Shippers Advisory Boards suggest is presented on Page 19.



## READERS' ROUTER

TO	SEE PAGE
TO	SEE PAGE
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TO	SEE PAGE

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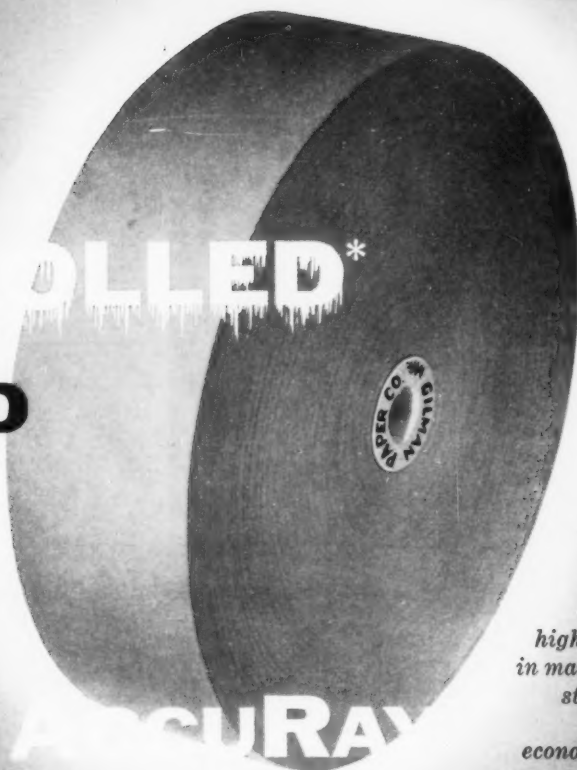
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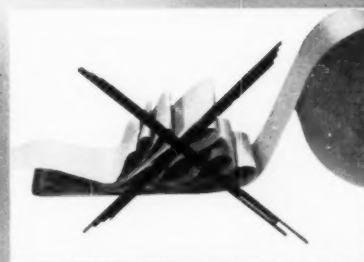
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# PACKING A PUNCH

WHAT DOES THE FUTURE hold for packaging? Foil-lined corrugated boxes that will hold water for weeks, sacks that provide the sealed protection of steel drums, foil and paper boxes that will be hermetically sealed like cans and packaged with their own built-in heating or cooling units were pictured recently as some of the coming packaging developments.

Speaking before the Chicago Merchandising Executives Club, J. S. Hamilton, foil sales manager of Aluminum Company of America, said that an important new development is a foil-lined corrugated box which can be made water-proof and will keep products cool over long periods without ice.

\* \* \*

WITH INCREASED OPERATING expenses and taxes more than offsetting gains in operating revenues, net income of Class I railroads in 1956 was 5.6 per cent less than in 1955, and the rate of return on net investment declined from 4.22 per cent to 3.95 per cent. This was reported recently by William T. Faricy, President of the Association of American Railroads.

The railroads in 1956 spent about \$1.3 billion on additions and betterments to plant and equipment, an increase of more than \$400 million over the amount expended for this purpose in 1955. This brings the carriers' total capital expenditures since the close of World War II to more than \$12 billion. Of the total amount expended on plant and equipment, a third or more went toward expanding 000 cars or 0.4 per cent. Revenue ton-An estimated 55,000 new cars were placed in operation during 1956.

Freight traffic revenue in 1956 showed a moderate increase over 1955, Mr. Faricy said. Total carloadings in 1956 are estimated at 37,775,000, representing an increase of 140,000 cars or 0.4 per cent. Revenue ten-miles of freight increased 4.2 per cent to 650 billion. Total operating revenues in 1956 were estimated at \$10.6 billion. Of this total, freight accounted for \$8,995,000,000, an increase of 5.4 per cent.

Speaking before the Southwest Shippers Advisory Board at San Antonio, Tex., Eugene W. Coughlin, manager of the railroad relations section of the AAR Car Service Division, reported that Class I roads had

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APRIL, 1957

## shipping MANAGEMENT

Vol. 22—No. 4

COMBINED WITH

**PAYLOAD & The Air Shipper**

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(What To Consider Before Basing Distribution Program On  
Saved Costs of Transport)

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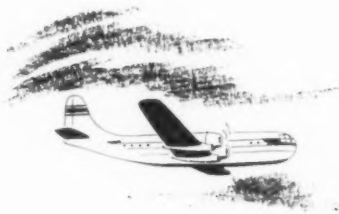
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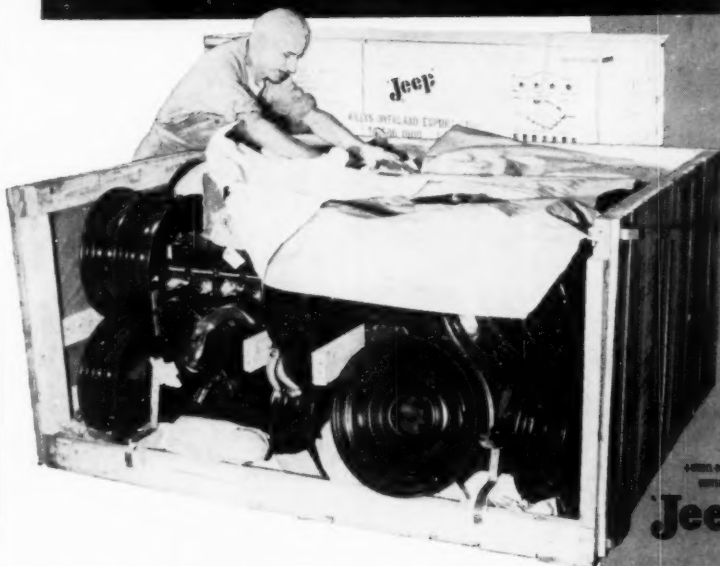
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Orchard VPI paper is scientifically manufactured to give off an invisible vapor that prevents rust on all ferrous metal parts and products. It is economical and easy to use for packaging, for shipping and for storage. It saves time and delivers parts in a rust-free condition ready for resale or installation. Orchard VPI is available in sheets, rolls, bags and shrouds — all shapes and sizes to fit your needs.

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## **Why Transportation Field Offers Growing Opportunities For TMs**

By MISS H. FAYE SYLVESTER

Women's Traffic and Transportation Club  
Portland, Oregon

**THE ONE WORD "TRANSPORTATION"** is almost synonymous with progress in the development of this country. This has given rise to trends in transportation to meet the needs of a rapidly expanding civilization.

Progress has never been made without great and minor obstacles to be overcome. Thus has it been in the field of transportation.

Would anyone wish to enter a field of endeavor which did not present a challenge? The logical reply to that question would be in the negative. Naturally the old-timers review with ill-concealed nostalgia the so-called "Glamorous and Adventurous Era in Transportation" which, in truth, is still with us, only in a different phase.

When youth voices a desire to find a career in the field of transportation but is hesitating because of what appears to be a battle of survival on the part of the carriers, it should be pointed out that the world of business is a highly competitive one. In 1955, the unanimous report on the "Revision of Federal Transportation Policy" was submitted by the Presidential Advisory Committee on Transport Policy and Organization. Also, Congress in considering an expanded federal highway program in the 1955 session, gave particular attention for the first time to the principle of financing such an expenditure program, with charges levied equally upon those who operate on these facilities.

The essential principles underlying the report of the Cabinet Committee are that the public interest will be served best when each kind of transportation is permitted to perform those services which it can do better or more economically than others, and that under these conditions, the total cost of transportation will be

lower than will be possible otherwise.

With the present favorable economic trend, all forms of transportation show a profit. Even if our national economic picture should change, there are no indications that transportation will become nationalized. The development of "Piggy-Back" service, which is the movement of highway trailers on flat cars, is on the upsurge. The airlines are effecting contracts with various transports to supplement airborne services. This reveals that no one means of transportation is entirely independent of another. The Post Office Department started an experimental program in 1953 for the transportation of regular first-class mail by air on "space available" basis at special low rates. It was continued in 1955.

The following data is most revealing as to how a carrier may meet the challenge of competition by increased efficiency and economy: In 1955 a new record was established in ton miles per freight train hour, while active passenger locomotion showed a new high in average miles per day. This was accomplished principally by the dieselization program and the reduction of stored, serviceable locomotives.

In the event the economic trend should change to unfavorable, materially affecting the revenue in all forms of transportation, the need for industrial traffic management would be greater than ever. The traffic manager must be in a position to furnish other departments in the business organization with useful traffic and transportation information and make each department aware of the need for it. A traffic department must be interested in transportation costs, whether they are paid by its own company or the

*(Continued on Page 41)*

# How Air Transport Can Reduce 8 Out of 11 Main Distribution Costs

By ROBERT J. SMITH, President  
Slick Airways, Inc.

**FIFTY-NINE CENTS OUT OF EVERY** dollar goes toward the distribution of goods, as contrasted to the forty-one cents it costs to produce them, according to a Twentieth Century Fund Study.

The distribution cost, of course, reaches far beyond the price tag of transportation alone. However, it is just good business sense that if we can cut down on any one of these distribution expenses, the reduction will have a direct effect on both the price of goods and on the profit of the business.

Of the 11 items that principally comprise distribution cost, we think that eight of them can be directly reduced by the use of air transport.

Those items are:

- |                |                                   |
|----------------|-----------------------------------|
| 1. Warehousing | 5. Crating or packing             |
| 2. Insurance   | 6. Taxes                          |
| 3. Handling    | 7. Elements of capital investment |
| 4. Packaging   | 8. Inventories                    |

Even as to the costs of marketing, sales and advertising, we think that substantial advantages and benefits will accrue.

Air transport, as one of the newer forms of transportation, has certain characteristics which have been found historically in many modes of transportation when they were newly developed. First of all, it is faster than previous methods. And it bears a higher tariff.

Both the speed and cost characteristics need further clarification, and it becomes necessary to take a look at the "transportation package" which a business really buys when it is moving things from one place to another. This fact is now widely accepted and seldom questioned as to personal transportation. Its acceptance as to the transportation of things has an ever-growing acceptance, but not yet the general acceptance which will surely come. Those who have tested it know why this is true.

To illustrate, General Edwin R. Rawlings, Commander of the Air Material Command, U. S. Air

Force, who has the responsibility of spending the biggest single item — \$16 billion — of the world's biggest budget, is using airlift to speed the Air Force's supplies. He has found that the dollars spent on communications and transportation come cheap. He is spending more money on both—but he's saving much more than he spends through reductions of inventory and manpower. One example of how he has won big savings is the airlifting of jet engines to bases around the world. Until October, 1954, these engines were shipped by sea or over land to all Air Force bases. Slow transportation meant that many more engines—each costing around \$200,000 — had to be kept in inventory and fed into the supply lines.

Now, by airlifting the engines, General Rawlings has cut inventory in half. One high Air Force officer reckons the saving that comes from this runs to about \$1 billion. A civilian official of the Air Force figures the saving is even greater than that. These savings affect you, a taxpayer.

There is a lack of reliable data on inventory carrying costs and a seeming lack of interest in knowing what they are. The whole area of inventory control, as affected by transportation implications and possibilities, is largely an unexplored one. It justifies far more attention than it has thusfar received.

Let us, then, examine the subject of inventories, generally, that of inventory policy, and of inventory control objectives. First, let us look at inventory policy. It may be said that a "sound inventory policy" is one which provides for an unimpaired and uninterrupted operation of the enterprise, with reasonable assurance against shortages and safeguards against losses resulting from price fluctuations. If this is a fair statement of policy, then let us examine levels of inventory. We know that the dangers of excessive inventories are:

1. Idle capital — capital tied up for too long—"hibernating" capital.
2. Excessive costs of handling, storage, spoilage, obsolescence, taxes and insurance. The larger the in-



This article is edited from an address given by Mr. Smith before the Dallas Chapter, National Association of Cost Accountants. The author was nominated recently by President Eisenhower for appointment as Major General in the Air Force Reserves. Gen. Smith has headed Slick Airways since last May.

ventory, the more handling, the more damage, spoilage and obsolescence.

3. Possibility of price declines. Prices are dynamic—not static.

4. An example to employees of wasteful management.

Conversely, we know that the dangers of inadequate inventories are:

1. Unsatisfactory service to customers — you can't do business from an empty shelf.
2. Possible disadvantages in purchase price and transportation costs of too small quantities.
3. Excessive cost of internal purchase and office routine, follow-ups and customer adjustment methods.
4. Excessive production costs of "short-runs," due to lack of materials.
5. Labor problems resulting from irregular production which could be leveled out by means of larger inventories.

These are well recognized as generalities. Not so as specifics. Our policy, then, must be implemented by sound, dynamic procedures and objectives. What should these be?

#### Inventory Control Objectives Might Well Be These:

1. To maintain the investment in inventory at the "lowest" point consistent with operating, sales and financial requirements of the enterprise. This can be made tangible and definitive. Every well-run business must plan for tomorrow and this must be included in such planning.
2. To insure an adequate supply of the required kinds of raw material, parts, supplies, etc., to maintain the most efficient level of operations and to meet the demands of customers.
3. To disclose slow-moving, defective and obsolete goods.
4. To prevent loss through waste, change or pilferage.
5. To insure the actual existence of physical quantities and amounts shown on the inventory records.
6. To signal over-or-under conditions in relation to amount on hand and projected demands, taking account of delivery time from supply sources.
7. To maintain prices at the most economical level after considering projected requirements, storage facilities, and the effect on the selling price of the product.
8. To provide the basis for developing facts which will aid in the short and long-range planning.
9. To assure a sound and comprehensive basis for determining the cost of carrying inventory.

Harvard Business School has just released a new study called "The Role of Air Freight in Physical Distribution." I would like to summarize

for you one of the case histories reported by Harvard.

Electro-Lab Company produces receiving, picture, and power electron tubes for home television sets, broadcasting, communications, industry, medical application and defense. Receiving tubes were chosen for study because:

1. They were an example of an air transport candidate with low density; i.e., light weight, and high value.
2. Of the company's products, only receiving tubes for the replacement market moved a distance greater than 500 miles and were distributed through two regional warehouses.

There were approximately 1,600 different types of receiving tubes in use in television sets in 1955. Shades of standardization

Electro-Lab Company had a product line of 354 tube types, of which 80 were manufactured by the company and 274 were purchased from other suppliers. The 80 tubes manufactured by Electro-Lab accounted for approximately 80% of its total sales volume of receiving tubes.

#### FIELD WAREHOUSES

The Mid-West region of the United States was served by a warehouse located in Chicago, Illinois, and the Pacific Coast region was served by a warehouse located in Los Angeles, California. Tubes received at the Chicago warehouse were in individual cartons, packed for shelf stock, and needed no testing before entering the warehouse inventory.

However, tubes were shipped to Los Angeles in bulk, and final quality tests were made on each shipment upon arrival at the warehouse. After testing, the tubes were packed in individual cartons and placed in inventory. One reason executives gave for testing at Los Angeles and not at Chicago was that tubes were delicate; and although utmost care was taken in choosing packaging for shipment, damage occurred from jostling during the longer time required in transit to the West Coast.

Let's take a look at the expense of the Los Angeles warehouse. These were found to amount to \$58,631 monthly.

#### MONTHLY LOS ANGELES WAREHOUSE EXPENSES

Rent	\$ 6,144
Inventory Tax	5,251
Receiver Tube Testing	3,934
Insurance	149
Interest	3,547
Salaries	26,466
Travel	317
Entertainment	30
Office Maintenance	1,137
Printing, Stationery, Office Supplies	547
Postage and Mailing	662
Telephone, Telegraph, Cable	2,742

(Continued on Page 30)



Packing operations at plastic dinnerware plant of Branchell Company are completed by packer. In photo at left, he checks address on stencil to make sure it conforms with address on shipping order. Center photo shows packer using a handprinter with stencil attached

to address a layer of cartons at a time. He also numbers each carton with a felt-point marking pencil. Close-up of facsimile Branchell label with the customer's name and address printed directly on the carton is shown at right.

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WEBER MARKING SYSTEMS  
DIVISION OF WEBER ADDRESSING MACHINE CO., INC.

AS A MANUFACTURER in the highly competitive plastic dinnerware field we have to be able to fill our distributors' and dealers' orders in the shortest possible time. It is important, therefore, that we cut shipping time to the bone. To accomplish this we recently adopted a new carton addressing system that has enabled us to get shipments out in 30% to 40% less time, eliminating five costly hand operations and substantially reducing shipping errors.

For instance, it used to take us approximately seven hours to ship an order consisting of 500 cartons. This included fork-lifting the cartons from storage area to assembly area, labeling the cartons and loading on a truck. Using the same transporting and loading methods, but with the new "facsimile label" addressing system, a 500 carton order can now be shipped in 4½ hours.

The system begins when the shipping department receives the shipping order from the office. For every order a mimeograph-like stencil is prepared with the customer's name and address. The stencils are already diecut to reproduce a facsimile label which includes Branchell's name and address and parcel post instructions. The customer's name and address are written on the stencil by hand with a stylus.

The shipping orders, with stencils attached, are then segregated by pre-determined shipping dates, and then picked up by the packers. Orders may

range anywhere from one carton to 2300. The larger orders are assembled on the shipping floor while the smaller ones are assembled on a packing table. It is while the cartons are being assembled that they are addressed. The packer simply takes the stencil, which is clipped to the order, and clamps it over the pad of a self-inking duplicating device. In a fast, one-hand motion he reproduces the facsimile label complete with customer's name and address on each carton in the shipment.

### Errors Reduced

Under the old addressing system individual labels, which had been prepared in the office, were pasted on the cartons and then silicate of soda was brushed over the labels for waterproofing. Unless the boxes were allowed to dry for a period of time the labels would pull off when the cartons were stacked. The new facsimile prints are completely waterproof and fadeproof and, because the ink dries on contact, the cartons can be stacked immediately.

Branchell is now saving a lot of time and labor too under the new system. By printing facsimile labels directly on cartons we have eliminated the need for typing individual labels and then applying them to the cartons. Errors are reduced since we are preparing only one stencil for each order rather than typing a quantity of labels.

# Panel On Package Closures Featured At Illinois SIPMHE "Spectacular"

33 DISPLAYS WERE SHOWN: 200 STAYED FOR DINNER

THE "SPECTACULAR" MEETING of Illinois Division of the Society of Industrial Packaging and Materials Handling Engineers lived up to its expectations with thirty-three graphic displays of shipping, transportation and packaging materials and services, scattered through two large rooms and a hallway. Attendance, too, reached a very high record for a divisional SIPMHE Meeting, over 200 staying for the sumptuous buffet-style dinner. The exhibition took place the last day in February, and was followed by the dinner and a diversified forum. Five outstanding speakers representing practically all aspects of package closure and reinforcement spoke and demonstrated.

Speakers included Mrs. B. Groendyke, National Starch Co., on adhesives; Mr. E. Herrlinger, Gummed Products Co., on gummed tape; Mr. R. Pabich, W. R. Pabich Mfg. Co. (Ideal Stitcher) on staples and stitching wire; Mr. H. Koehn, Signode Steel Strapping Co., on steel strapping; and Mr. R. Selle, Permacel Tape Corp., on pressure sensitive tape.

Each speaker spoke of the particular merits of the product his company manufactures or markets. Speaking of starch, Mr. Groendyke said it features ease of handling, low cost, good sealing. He said synthetic starches are expanding rapidly in use, the most important of these being vinyl acetate.

"In about 75% of packaging rooms in the United States gummed sealing tape is used in one way or another," Mr. E. Herrlinger told the audience. "To us a moistening machine is a converter."

*(Continued on Page 42)*

Mr. H. Koehn, Signode Steel Strapping Co. discusses steel strapping and strapping tools.



Mr. B. Groendyke, National Starch Co. discusses merits of adhesives.



Mr. E. Herrlinger, Gummed Products Co., tells of latest improvements in gummed tape.



Left: At one of the table displays a tiny model of a steel-strapped shipping container featuring expendable pallets is shown by a representative of Signode Steel Strapping Co. (who also own

Addison-Semmes Pallet Division.) Center: James E. Kirk, Kimberly-Clark Corp., Pres. of the Ill. SIPMHE Div. introduces the panel forum. Right: another table-top display.





*The teacher . . . .*

Vigorously Instructor Sierchio demonstrates types of corrugated containers and fibre-board. Chalk drawings on board were put there by Sierchio as he carefully analyzed economical packing methods. Pre-made charts were also whipped out and explained to student body.

## Packing Specialists Take A Packaging Course

SIPMHE'S EASTERN DIV. CO-SPONSORS COURSE WITH  
RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

**JOHN SIERCHIO, PACKAGING ENGINEER,** Radio Corporation of America, International Division, was more than a little nervous before the start of the weekly industrial packaging session at Rutgers, the State University of New Jersey. Mr. Sierchio, a man who has helped effect many a new packaging design during his professional career, and who can handle the equations and formulae of containers with ease, was about to tackle his very first teaching session. Although, along with Julius J. Puchy, Packaging Engineer, Weston Electrical Instrument Corporation, he had been handling the course since its first session, January 30th, this year, he had never as yet exhibited his extensive knowledge on a rostrum.

"Boy, you don't know how shaky I am," he whispered.

Mr. Sierchio need not have worried. The thirty-odd students in the course are more than eager to learn. Career men with diverse professional and business backgrounds, they sponged up Mr. Sierchio's comments, demonstrations and chalk-board diagrams on corrugated fibreboard containers with eagerness. Within a few minutes of the launching of his talk, all nervousness dissipated, Mr. Sierchio was delving deeply into his subject—the class which was supposed to end after two hours, kept him a full half-hour longer explaining detailed points, and giving added demonstrations.

The members of the class are enough to keep any instructor on his mettle, and they are deserving of the outstanding experts, who, each week give freely of their time to explain some phase of the broad field of industrial packaging. Included in the group are foremen, buyers, production managers, salesmen, packaging managers, packaging engineers, sales engineers, production control managers, package designers, sample makers, chemists, owners and managers. All are interested in some phase of packaging. All have come to learn more than they already know.

Those who have accepted the weekly assignments to lecture on specialized topics represent the combined resources of Rutgers, its University Extension Division in Newark, N. J., and the Eastern Division of the Society of Industrial Packaging and Materials Handling Engineers. SIPMHE, in its cooperative sponsorship with Rutgers, has been able to come up with able speakers from among its membership in every specialized field. Instructors Puchy and Sierchio, themselves officers of the Eastern Division of SIPMHE, have come up with fellow members for the individual lectures, while John T. Nordling, Extension Associate at the Newark Center of Rutgers, has coordinated the course for the University and provided university lecturers.

SHIPPING MANAGEMENT was invited by Frank Cohen, Vice President, Education, of



Intently students listen. After a day spent in plant or factory these foremen, buyers, salesmen, packaging engineers, managers and other specialists spend two information-filled hours or more at the course, one evening each week.

## ... The Students

SIPMHE's Eastern Division, to cover a complete evening's session. The session took place in March, and as it happened, co-instructor Sierchio was on the podium. Not only did Mr. Sierchio have to face his first class of expert students, but he was subject to the intermittent pop of flashbulbs, and the movements of men with cameras. As the pictures on this page will attest, none of this excitement fazed him. Nor, for that matter, did it take the students' minds off the work at hand.

Tuition for the 16 lecture course comes to \$35.00 but if the amount of material given out on the evening of March 9th is any criterion, students are getting more than their money's worth from the text and allied material alone. Many companies produce fine texts on packaging and allied subjects as part of their advertising and promotion merchandising. The energetic efforts of the sponsors has resulted in a complete reference library for distribution to students. On the evening in question each student found awaiting him a packet containing the following materials:

The complete 12 volume **Little Packaging Library** produced by Hinde & Dauch. These are a series of "How to" booklets on such diverse subjects as Stacking and Loading Corrugated Shipping Boxes; Shipping By Air In Corrugated Boxes; Shipping More Economically In Corrugated Boxes; Engineering Corrugated Shipping Boxes; Testing Corrugated Boxes; Sealing Corrugated Boxes and similar subjects.

Faculty gathering: Left, Harold Freeman of Jerome F. Gould Corp. scheduled to speak the following week came to absorb atmosphere and method. Next to him, John F. Nordling, The State University's Extension Division Coordinator for the Course looks on, as Co-Instructors Julius J. Puchy and John Sierchio smile at the camera.

**The Corrugated Fibre Board Boxes and Products Handbook** issued by the Fibre Box Association. This is a complete 100 page book, accumulated by an Association of Manufacturers of Corrugated and Solid Fibreboard Boxes and Products. Its contents include an Index of Railroad Freight Rules 5, 6, and 41, Nomenclature, Definitions, Railroad Regulations and Container Specifications, Railway Express, Motor Carrier, Air Cargo and Parcel Post Regulations. In addition there is a great deal more about the subject. The copies given out in class had been paid for by Allcraft Container Corporation, a plant with headquarters in New Jersey.

**Creative Package Design**, another Hinde & Dauch book containing basic information.

Copies of the current issue of **Shipping Management** and its companion volume, the annual **Better Shipping Manual**.

Last, but not least, Instructor Sierchio prepared a complete "book," eight pages, bound in a manila folder, containing a precis of his lecture.

(Continued on Page 37)





## TUNING IN



### Packaging Institute Plans Annual Forum, Honors 2 Past Presidents

Formulation of plans for the Packaging Institute's 19th annual forum began in New York last month when a special committee held its first meeting. The forum will take place next October 28-30 at the Hotel Statler New York.



A. Douglas Murphy (right), president, Packaging Institute, presents bronze medallions to past presidents Roberts de S. Couch (center) and F. S. Leinbach (left).

The committee is headed by N. W. Postweiler of Riegel Paper Corp. and consists of: D. S. Hopping, Celanese Corp. of America; A. W. Hoffman, Robert Gair Co. Division; I. G. Nichol, Paisley Products, Inc.; J. F. Hanlon, Johnson & Johnson; John Clay, National Starch Products Co.; O. J. Burkland, E. I. Du Pont; Frank Cray, Interchemical Corp.; Charles A. Lewis, director, Containers and Packaging Division, Business and Defense Services Administration; Institute President A. D. Murphy; Roy W. Abling, Merck, Sharp & Dohme; Alexander Bradie, Mosstype Corp.; Charles Feld, Institute Director, and Carl Burnside, Eli Lilly & Co.

At the same time, A. Douglas Murphy of Esso Standard Oil Co., president of the Institute, awarded bronze medallions of appreciation to two past presidents of Packaging Institute, Robert de S. Couch and F. S. Leinbach. They were honored for their services to increase the group's professional stature.

### AMHS Conference, Show in Philly To Survey New M-H Techniques

Outdoor warehousing, the effect of handling systems on building designs, and new shipping methods are some of the subjects to be discussed by 32 speakers at the 7th National Materials Handling Conference to be held by the American Material Handling Society, April 30-May 2 at Convention Hall, Philadelphia.

"Materials Handling, Key to Automation" is the theme of the exposition which will also take place

at Convention Hall from April 29-May 3. More than 6,000 pieces of equipment and accessories will be displayed by 250 exhibitors. New perspectives in manufacturing under automatic handling and organization of a handling program are other subjects slated for discussion at the conference. Clark & Poliak, Inc. is directing all arrangements for both the conference and show.

### Fibre Box Ass'n To Hold Spring Meeting Apr. 11, 12 at Los Angeles

The 1957 Spring Meeting of the Fibre Box Association was slated for the Ambassador Hotel, Los Angeles, California on April 11 and 12, it was announced by Albert W. Luhrs, executive manager.

Fred W. Oldenburg (Vice-President, Director of Sales, American Box Board Company) is President of the Association and Philip F. Paul (Manager, Paperboard Division, The Flintkote Company) is Vice-President. The Fibre Box Association represents manufacturers of 78% of the corrugated and solid fibre boxes produced in this country, Luhrs stated.

### Western Freight Claim Officials to Hold Conference in Denver, Apr. 11, 12

Motor freight claim officials from 11 Western states gathered April 11 and 12 at the Cosmopolitan Hotel, Denver, Col., for the semi-annual meeting of the Western Motor Freight Claim Conference. New innovations in packing, packaging and shipping of freight, improved freight handling methods and claim procedures will be discussed at the meeting.

John Miller, executive director of the American Trucking Associations' National Freight Claims Council, will be one of the key speakers. Grant D. Nelson is chairman of the conference.

### 13 Detroit Traffic Groups & Chamber Set "Perfect Shipping" Program

In line with the 21st annual "Perfect Shipping" campaign being conducted this month, the Detroit Board of Commerce in cooperation with 13 traffic organizations sponsored a "Round-Up" program on April 9 at the Fordson High School, Dearborn, Mich.

A forum discussion will be devoted to ways of cutting down freight loss and damage in all modes of transportation. Jennings Randolph, assistant to the president, Capital Airlines, will be moderator. The Board's Freight Loss & Damage Committee will give a live presentation of better hand-

(Continued on Page 40)

# NEWS- PROMOTIONS of companies and associations

**ATLANTIC GUMMED PAPER CORPORATION** elected Saul Warshaw, Pres., Nathan Warshaw, Chairman of Board, and Juan Oliver, VP. Company is one of leading producers of gummed, reinforced and box tapes for industrial and commercial sealing, packaging and shipping.



Above, l. to r.: Saul Warshaw, president, and Nathan Warshaw, chairman of board of Atlantic Gummed Paper Corporation. Left: Juan Oliver, vice president.

**NOMINATED:** Robert J. Smith, Pres., Slick Airways, nominated by President Eisenhower for Maj. Gen., Air Force Reserves. While in Air Transport Command during World War II, Gen. Smith negotiated ATC contract with commercial airlines, which became basis of global airways network used by Air Force. Later became deputy commander, North African division, ATC. Gen. Smith has headed Slick since May, 1956.

**EXHIBITING:** A. J. Gerrard & Company will be one of major exhibitors at 7th National Materials Handling Exposition, April 29-May 3, Convention Hall, Philadelphia. On display will be new electrically-powered machine which straps, seals and cuts steel strapping at rate of 1,000 ties per hour.

**KRAFT BAG CORPORATION,** sales agents for Kraftpacker Open Mouth Bag Filling Machine, recently was upheld in patent infringement suit in Federal District Court, Miami. Judge Joseph P. Lieb ruled that machine patent of plaintiff, Inglett & Corley, Inc. was invalid. Patents own-

ed by Everglades Fertilizer Co., the defendant, and of Kraft were upheld.

**ACQUISITION:** J. L. S. Snead, Pres., Consolidated Freightways, Inc., announced purchase of Garrison Fast Freight, Inc. for about \$1,500,000. Purchase included assets, equipment, terminals of Garrison, a fishy-back and piggy-back carrier operating between Seattle and Alaska.

**TONNAGE GAIN:** Port of San Francisco hit eight-year peak in general cargo volume in Jan., total of 606,816 revenue tons, stated Port Director Charles Tait.

**APPOINTED:** Thomas W. Flock, Eastern Dist. Mgr., Allied Van Lines, Inc. . . . R. D. Roussel, Pres., Port of New Orleans Board of Harbor Commissioners . . . F. E. Reynolds, treasurer-comptroller, G. W. Henkels, Ass't. VP, operations, New York Central Transport Company . . . Robert D. Gibson, traffic rep., Pacific Intermountain Express . . . Paul E. Fitzpatrick, sales rep., Akers Motor Lines, Inc. . . . Paul E. Busche, sales rep., Milwaukee, Interstate Dispatch, Inc. . . . Ernest F. Bovermann, General sales Mgr., Minnesota Mining & Manufacturing Co. . . . David W. Wollin, exec. VP, Richard D. Bolster, VP, Atlas Plywood Corporation.

**Republic Carloading Corp.** recently opened new terminal in Corwith Yards, Chi. Terminal has 164 truck back-in spaces and 6,000 feet of enclosed Santa Fe track with space for 108 rail cars.



This is a section of Republic's new Chicago terminal. Some 108 rail cars can be loaded and unloaded at same time.

**DENVER-CHICAGO TRUCKING COMPANY** appointed Benjamin M. Heider district sales mgr., Kansas City, Mo., according to announcement by Pres. George J. Kolowich, Jr. Heider has been in trucking business for 22 years.

**William T. Faricy, Pres., Association of American Railroads,** announced election of William J. Little as VP in charge of federal legislation. Little

(Continued on Page 29)



Left to right, standing: Cliff Patsch, superintendent; at head table: J. Dean, vice-president Wagner Iron Works; T. H. Krueger, president Better Packages, Inc.; A. J. Werner, president Wagner Iron Works; T. Liebscher, vice-president Wagner Iron Works; and Better Packages' regional distributors.

**AGREEMENT:** "Automatic Conveyor Tapers," previously manufactured by Wagner Iron Works, to be known henceforth as Better Pac Case Sealers and sold by Better Packages, Inc. At meeting Feb. 4 in Wagner's plant, Milwaukee, Wisc., A. J. Warner,

Wagner Pres., and J. Dean, VP, hosted entire sales organization of Better Packages, headed by T. H. Krueger, Pres., and Mills W. Waggoner, Sales Mgr. Day-long program included indoctrination on use, operation, potential markets of case sealer and field trips to Pabst and Blatz breweries.

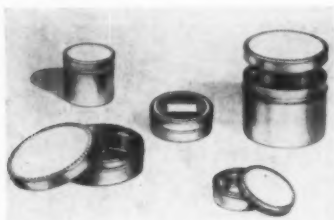
# NEW

# PRODUCTS IDEAS SERVICES

## FOR APRIL, 1957

### Cans for Packaging

A wide variety of light weight and seamless cans for packaging and identification is offered by George D. Ellis & Sons, Inc.



Known as "LabelStik," these cans have built-in labels which permit easy identification of contents. Various styles and sizes are available, including those without grooved edges, gold lacquered cans in capacities of 1/4 oz. to 16 oz., deep tin cans and the screw top type. In addition, cans with the label printed in one color with the customer's name and product design are also obtainable.

(Check # 68 on card facing Page 6).

### New Postage Scale

Postal rates in all zone classifications are computed by the new Post-O-Meter, a parcel post scale just developed by Detecto Scales, Inc.



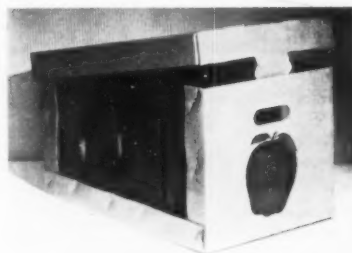
All that the mailroom clerk has to do, the company stated, is to place the package on the scale's platform and select the correct zone by pressing a key. A "hair-line" indicator then gives the exact weight and the rate for the particular zone. The dial is easily visible and cannot be obstructed by any package regardless

of size. The capacity of this machine is 70 lbs. Free demonstrations are obtainable.

(Check #69 on card facing Page 6).

### Corrugated Plus Wood

Corrugated and wood are combined in a new shipping container to make a light and resilient box that is durable and crush-proof. The container, known as "Gairvener," is a product of the Robert Gair Division, Continental Can Company.



Used mainly for packing apples exported to Venezuela, the container also provides proper ventilation, the company stated. The box section has end and bottom panels of corrugated with flaps that staple over the slatted wooden side panels. Die-cut tabs on the corrugated cover lock into hand holes at each end of the box. This ensures safe handling of the container and provides an easy means of inspection since the tabs can be locked and unlocked, the company said.

(Check #70 on card facing Page 6).

### Rail Car Lining

By using Vulcan Measured Roll Carliner, one man can line a rail car in one-fifth the time previously required, according to claims of Deep River Papers, Inc., the manufacturer.

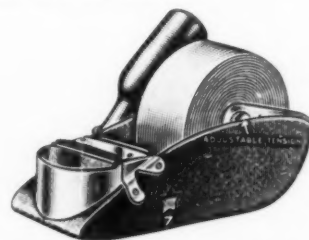
The new product also assures better inventory control and eliminates loss of butt rolls, the company added. The rolls are made in different sizes for railroad cars of 36, 40 and 50 feet, and for longitudinal floor, side-wall and U-type linings.

(Check #71 on card facing Page 6).

### Tape Dispenser

Adjustable tape tension, constant water supply and secure roll suspen-

sion are some of the principal features claimed by Metal Specialties Manufacturing Co. for its new Star gummed tape dispenser.



This pull-type tape machine has a reserve water supply which keeps the bristles moist at all times for uniform tape adhesion. Any combination of tape widths up to 3" can be used. (Check #72 on card facing Page 6).

### Hydraulic Lift Truck

Loads up to 1250 pounds can be lifted easily by the portable Ohio automatic electric-hydraulic lift truck, manufactured by Portable Lift Trucks, Inc.



This unit is designed for work in narrow aisles and close quarters. It can be operated by one man and is adjustable for load lifts ranging from 1,000 to 1,250 lbs. Both pedal-operated and battery-powered type trucks are available in 16 different models. Advanced engineering features include an all steel-welded frame, manual-

(Continued on Page 35)

# How To Become A "Perfect Shipper"

## COVER OF THE MONTH

April is Perfect Shipping Month anywhere you go, and the Association of American Railroads has a pertinent poster every year. The one on this month's cover ties in with another April beginning: major league baseball. Everybody is looking for ways to score a put-out on freight loss and damage, and so the AAR has put out some literature for use by speakers of the Loss & Damage Prevention Committee of Shippers Advisory Boards. These are to be used when addressing shippers. They are pertinent remarks for all industrial shippers. We print some of them here, with appropriate captioning:

If you have learned any tricks of handling to safeguard your products, the railroad agent would like to know about it because, as you know, the railroad men must also handle it.

### POOR MARKING CAUSES ASTRAY FREIGHT

Do you know that practically all the astray freight held up on the railroads is the result of poor marking? Check and double check on marks and tags so your customer will promptly receive your freight.

Sometimes the shipping ticket or bill of lading is in error.

If you receive improperly marked freight, tell your shipper about it.

If you receive freight that is astray, keep a separate record of it so you can match it later when the railroad or the shipper asks you about it.

### DROPPING & POOR CLOSURES MAKE TROUBLE

Damage can occur from dropping packages, that is a good point to watch in cartons, barrels, crates, etc. A carton dropped on one corner, a crate upended and dropped, a barrel dropped on the chime, is a signal for damage.

Improper closing and sealing of cartons results in damage in transit because the carton does not "true up". This is particularly true when the flaps do not meet, when the tape is carelessly applied, or when the flaps are poorly sealed.

### "GO EASY" WHEN UNPACKING

Any person opening packages should "go easy". There are many ways to create damage in unpacking. "Wanging away" at a crate instead of sawing it apart is likely to damage the contents.

A crate with a diagonal brace is much stronger than one without it.

If you receive packages with contents damaged, you can be of great help by trying to determine the cause of the damage. Since you're handling the same class of goods day after day, you are in good position to reach conclusions on the probable cause.

### DON'T PUT BOXES "ON THE BUM"

Did you ever see a corrugated container sealed on the bottom and all four of the top flaps turned com-



The 1957 perfect shipping poster put out by the National Association of Shippers Advisory Boards features a treasure hunt motif.

pletely inside just as a matter of convenience? Have you ever seen anyone pulling loaded cartons by the top flaps? Such handling puts the box "on the bum" before it gets started. Don't do it.

If you unpack a barrel, you can determine whether or not the barrel is overloaded, also whether or not a container is too weak to carry the contents, or whether or not the contents were nested too tightly, or the partitions too weak or too low; if so, the shipper ought to know about it. If you empty a carton and turn it upside down, you will be sure it is completely unpacked.

### FREIGHT LOADING & CONTAINER INFO

The railroads maintain a Freight Loading and Container Bureau; they have a lot of information you can use. If you hit a snag about packing, they may be able to help out. It won't cost you a cent. If you load or unload freight cars and hear about damage, you can think of two principal causes—improper loading or improper handling. The railroads can learn about one, but not always about the other. The railroads have loading rules on many commodities, they may have one on yours.

### WRITTEN RECORDS ALSO HELP

A written record of what is loaded or unloaded from a car will prevent misunderstanding.

I think you can well encourage the railroads to

(Continued on Page 38)



## What To Consider Before Basing Distribution Program On Saved Costs Of Transport

ALTHOUGH THE GENERAL purpose of a distribution analysis and program is to give relief in transportation cost to either the shipper or the consignee, there are many other aspects which should be thoroughly looked into before basing a decision strictly on the basis of transportation rates.

In many instances it has been found that a shipper of material can well afford to absorb some portions of transportation cost in order to create savings in other phases of his business. Let us take as an example a concern which merchandises and ships several items. It is entirely possible that many of the items which are distributed are manufactured at points other than the main office. This then poses a problem insofar as distributing the merchandise to the dealer is concerned inasmuch as the most economical distribution from the point of the seller is to ship from point of manufacture. This is particularly true when merchandise is sold on an FOB plant basis. Here then is an instance where if we included transportation costs only, from the point of view of the shipper it would be extremely economical to ship from all points of manufacture. However, the ire of the dealers involved must be contended with in a situation such as this. You can well imagine their reaction when they receive merchandise from three or four separate shipping points on an order that is placed in a central office. Not only is it inconvenient from the point-of-view of split delivery but the cumulative transportation cost to the dealer is exorbitant.

It is obvious, then, that the

vendor must make a decision as to the manner in which he will appease the consignee. If the decision is made to absorb all transportation costs and continue to ship from the separate plants the consignee still complains about the fact of split shipments. If all shipments are made from a central point it means that the vendor must absorb considerable transportation charges.

### Additional Charges

Although in our first example exorbitant transportation charges were incurred when material was shipped to a dealer from several points, it must be remembered that there are also additional charges on the vendor's part to handle material this way. For example, split shipments mean duplication of shipping copies, duplication of invoices, and a heavy burden on the accounting department. If the cost of this is determined, it is conceivable that this portion might be absorbed by the company in establishing a central

shipping program. Therefore, although on the surface it may appear that the absorption of transportation charges is an expensive program, savings in other areas of the operation may prove that it is more economical to handle material on this basis. By the same token a centralized shipping operation would tend to concentrate claims and tracers as well as other customer complaints in one area, thus eliminating additional work.

Probably one of the wisest moves in a decision such as this is for a concern to partially absorb some of the transportation costs of the material from the point of manufacture to the distribution point and pass on the other portion to the dealer. In order not to offend the more astute dealers it is probably wise to give them the option of either having the material forwarded from one central point with the additional charge, or specifying on their order point of shipment for their material. In this way

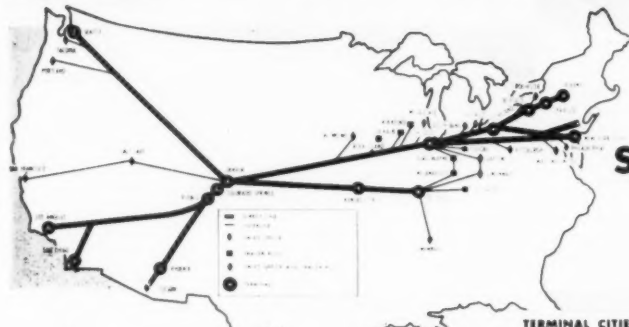
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## 50 Years Of Service To Transportation Celebrated By VP Who Then Retires



Steamship, railroad and motor carrier officials joined recently in honoring Earl E. Bockstedt (center), retiring vice president of Columbian Rope Company, for his 50 years in the transportation industry. Dinner was tendered by Auburn Chapter, Delta Nu Alpha. Left to right: John Bisgrove, president, Red Star Express Lines; A. C. McIntyre, VP, traffic, Lehigh Valley Railroad; Bockstedt; R. J. Walker, divisional freight agent, Lehigh; and Norman Atterby, district sales manager, Moore-McCormack Lines.

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Denver, Colorado	KE 4 7261	Kansas City, Mo.	HU 3 9343
Los Angeles, Cal	AN 1 0241	New York, New York	UN 3 0900
Seattle, Washington	SE 0680	N Bergen, N. J.	UN 3 0921
Albany, New York	UN 9 8416	Phoenix, Arizona	AL 8 5321
Buffalo, New York	RE 3910	Pueblo, Colorado	LI 3 4425
Chicago, Illinois	LA 3 7440	St Louis, Missouri	CH 1 7830
Cleveland, Ohio	SM 9 1666	Syracuse, New York	CH 1 7830
Colorado Springs, Colo	ME 2 1486		

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**Indianapolis	Washington, D. C.	**DeKalb, Ill.
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**AVOID THE CHICAGO**  
**"BOTTLENECK"... and**  
know that your shipment is  
in the hands of competent  
DC personnel **ALL THE WAY**  
to its destination.



**DINNERS: METROPOLITAN TRAFFIC ASSOCIATION (N. Y.)** planning "Loyalty Day Dinner" May 1, Hotel Commodore. **John Fitzpatrick**, Illinois Central Railroad, and **Jimmy Allen**, McLean Trucking Company, co-chairmen. **Hudson County (N.J.) Traffic Club** held 36th annual dinner March 19, Essex House, Newark, N. J. **Frederick M. Cochran**, **Albert Schill** co-chaired.

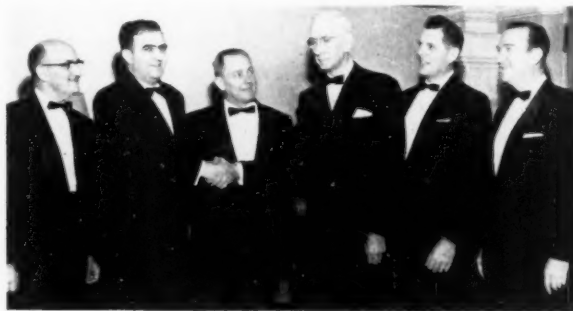
**Carl Wolza**, GTM, White Motor Company, elected chairman, **Traffic Comm., Automobile Manufacturers Ass'n.** Succeeds **C. A. Lawrence**, TM, American Motors Corporation.

**RETIRED: Lloyd C. Dell**, "dean of midwest transportation experts," GTM, Fairmont Foods Co., for past 10 years. New Fairmont GTM: **Warren E. Novak**, transportation analyst for Fairmont. Dell, who continues for a time as traffic consultant, was un-

officially known as "The Perfect Shipper"; chaired Freight Loss & Damage Prevention Comm., Central West Shippers Advisory Board for years, is currently Pres., Industrial Traffic Managers Ass'n. Dell joined Fairmont in 1918.

**WORCESTER (MASS.) TRAFFIC ASSOCIATION** installed **Fred W. Wilson**, assistant TM of the Norton

CBS commentator **Walter Cronkite** (extreme right) was guest speaker at installation meeting of Worcester (Mass.) Traffic Association. Others are l. to r.: **Laurence Worthen**, sec'y-treas.; **Nathan Satter**, retiring Pres.; **Paul W. Sloan**, VP; **Fred W. Wilson**, Pres.; **Frank R. McDermott**, VP.



Company, as its president for this year. At its January 14 meeting, **Walter Cronkite**, news commentator of the Columbia Broadcasting System, was the guest speaker.

Others installed were: **Paul W. Sloan** and **Frank McDermott**, vice-presidents; and **Laurence Worthen**, secretary-treasurer.

**PACIFIC TRAFFIC ASSOCIATION** is planning annual joint meeting with **Women's Traffic Club of San Francisco**, April 9, Officers Club, U.S. Navy Yard, Hunters Pt., Calif.

**PROMOTED: Ray A. Petersen**, former GTM, now VP (sales & traffic),

(Continued on Page 34)



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**Arnold J. Weight** is his name, better known as "Kilo" Weight. As KLM Air Cargo Manager for Great Britain, his job is expediting your shipments. Tonnage through his area increased fourfold over the past seven years, proof that others in your field have found Mr. Weight and the organization he heads capable carriers. Whether your shipments fly between the U. S. and Great Britain or points beyond, Mr. Weight and KLM facilities are completely at your service, protecting *your* interests in Great Britain and the Continent.

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## Routes ★ Services ★ Schedules

● ON MAY 16, THE FIRST SERVICE WITH DC-7Cs between the U. S. and Latin America will be begun by Braniff International Airways. At first there will be two flights a week to Panama, Peru, and Brazil. By an interchange agreement with Eastern Air Lines, through planes will operate from New York and Washington through the Miami gateway over Braniff's international routes in Latin America.

THE NEW FLIGHTS WILL LEAVE THE U. S. on Sunday and Thursday for Panama City, Lima, Sao Paulo and Rio de Janeiro. The overnight schedule departs New York at 7:15 p.m., Washington at 8:40 p.m., and Miami at 11:45 p.m. It reaches Panama at 3:49 a.m., Lima at 9:28 a.m., Sao Paulo at 7:08 p.m., and Rio at 8:54 p.m. Return schedules leave Brazil on Tuesday and Saturday to arrive in the U. S. the next day.

● FIVE NEW THROUGH FLIGHTS WILL BE STARTED next week (April 15) by Air France between the U. S., and Europe and the Near East. These flights with Super G Constellations will offer service without change of plane from New York or Boston to such points as Rome, Tel Aviv, Beirut, Istanbul, and Frankfurt, as well as Paris. During the peak season this year, Air France will step up services to 24 flights a week between the U. S. and Europe.

ALSO OVER AIR FRANCE, STARTING MAY 18, there will be a twice-weekly service to Shannon, departing New York at 4 p.m. Mondays and Saturdays and arriving in Shannon the following day at 9:30 a.m. Beginning June 19, a third flight will be operated to Shannon on Wednesdays.

*This Department Is Continued on the Next Page.*

### Saddening Trans-Shipment at Idlewild



IRMGAAARD, A DACHSHUND, IS BEING READIED for a return flight to Louisville, by Red Cross Field Director Samuel H. Varonok, after arriving from Europe at N. Y. International Airport, aboard a Seaboard & Western Airlines freighter. The dog was flown earlier to its owner, Master Sergeant Wayne W. Henley, stationed in Paris. While Irmgaard was en route there, Sergeant Henley died of a heart condition. Through the Red Cross the canine was returned to Mrs. Henley in Louisville.

PAYLOAD & The Air Shipper is published twice a month - once as a section of Shipping Management and again as a separate newsletter from SM. Lucien Zacharoff, Editor and General Manager. Address news and editorial communications intended for Payload to G.P.O. Box 775, Brooklyn 1, N.Y.; telephone ULster 5-2243. All other business communications should be sent to Shipping Management magazine, 425 Fourth Ave., New York 16, N.Y.; telephone MUrray Hill 3-6280-1.

# Routes ★ Services ★ Schedules

*This Department Begins on the Preceding Page.*

● **SUMMER FLIGHT TIMES WILL BE IN EFFECT** over **American Airlines** as of April 28, when it will also introduce the first nonstop service, with DC-7s, between Cleveland and Los Angeles. This will be more than two hours faster than any other flights now operating between the two cities. Westbound, the new service will originate in Boston at 9:30 a.m., reach Cleveland at noon and the West Coast at 4:25 p.m., Los Angeles time. Eastbound, the flight will depart Los Angeles at 9:55 p.m., reach Cleveland at 7:35 a.m., local time, and arrive in Boston at 10:05 a.m.

● **ON MAY 7, A NEW SERVICE WILL BE INTRODUCED** by **Swissair** between New York and Cologne/Bonn airport. This is situated midway between the two centers and close to the heart of industrial Germany, with Duesseldorf some 30 miles away. There will be two nonstop flights weekly, on Thursday and Saturday, flown with DC-7Cs and two DC-6B flights, leaving on Tuesday and Sunday, via Shannon. This will be the first air link between the U. S. and the West German capital of Bonn.

● **ON APRIL 28, DAILY SERVICE FROM NEW YORK to Lisbon** will be offered by **Pan American World Airways**. The DC-7Cs will cut the mid-Atlantic flying time from 15 hours to 10 hours and 40 minutes. They will depart N. Y. International Airport on Sunday, Tuesday, Wednesday and Friday at 2:30 p.m. and will reach Lisbon at 6:10 a.m., after a nonstop crossing. The flights will continue on to Barcelona and Nice and terminate at Rome. Supplementary service on Monday, Thursday and Saturday, will be provided by DC-6Bs, leaving New York at 2:30 p.m. Early in May, Pan American will make the British West Indian island of Barbados its port of call, as it schedules three flights weekly in each direction to give Barbados a direct one-plane link with New York, as well as connections in San Juan and in Port of Spain to and from other points on PAA's Latin American network.

● **A BIWEEKLY SERVICE BETWEEN ROME and Johannesburg** is expected to be started by the Italian airline **Alitalia** about the middle of April. (*Aviation Press Features*)

● **STARTING MAY 8, SUBJECT TO GOVERNMENT approval, Swissair** will offer regular nonstop service from New York to Lisbon. The DC-7C flights will leave N. Y. International Airport on Wednesdays and Fridays at 4 p.m. and will reach Lisbon at 9 a.m. next day. Thence the service will proceed to Geneva and Zurich.

**ITS SUMMER SCHEDULE WILL BE THE BUSIEST** Swissair ever offered. There will be nine flights a week to Europe from the U. S., most of them operated with new DC-7Cs. Starting on May 5, the airline will feature a choice of nonstop flights from New York to Lisbon, Cologne/Bonn, and Switzerland, and others routed via Shannon. There will be daily departures during the summer, with two flights leaving on Friday and Sunday.

● **SINCE LAST FRIDAY (APRIL 5), a fifth weekly flight** across the Pacific, via Honolulu, is being operated by **Japan Air Lines**. This flight is scheduled to depart San Francisco International Airport every Friday, in addition to JAL flights which have been leaving for Tokyo on Tuesdays, Thursdays, Saturdays and Sundays. In addition to these five round-trip flights between Tokyo and San Francisco, JAL's DC-6Bs serve Okinawa with three weekly round trips, and Hong Kong and Bangkok with two flights a week.

● **THE INITIAL FLIGHT OF THE NEW SERVICE** by the **British Overseas Airways Corp.** reached San Francisco from London last Wednesday. The first eastbound flight left San Francisco International Airport at 9:30 a.m. (local time) on Thursday.

● **SOME TIME NEXT MONTH, THERE WILL BE A CHANGE** in the route between South America and Europe, which is operated by **Avianca**. The weekly Super G Constellation flight will be stopping at Puerto Rico instead of Bermuda. The flight leaves Bogota on Wednesday and Europe on Friday.

● **FOUR NEW SERVICES AND INCREASED FREQUENCIES** on three established routes are features of the summer flight schedule of **Middle East Airlines**, a BOAC associate with headquarters in Beirut. Effective April 15, these new all-Viscount services: Beirut-Rome-London; Beirut-Istanbul-Vienna-Frankfurt; Beirut-Bahrein-Doha (Persian Gulf); and Beirut-Athens-Zurich-Paris. Flight frequency increases for the summer (per week): Beirut-Cairo, from three to five; Beirut-Kuwait, three to five; and Beirut-Baghdad-Teheran, one to two.

# Financial Intelligence

● A PROFIT OF \$327,429 AFTER TAXES FOR 1956 is shown in the annual report of **Slick Airways**, which nearly doubled its business last year. Of \$22,200,000 in operating revenues in 1956, the company derived \$8,900,000 from its certificated common-carrier service to 33 U. S. cities. International cargo and passenger business plus domestic contract and charter cargo work accounted for \$9,400,000, while the remainder came from supply and service sales at the company's San Antonio plant. The year-end profit figure includes a non-recurring gain after taxes of \$149,000 from the sale of aircraft. The 1956 annual report shows a marked improvement over 1955 when the carrier sustained a net loss of \$553,357 after application of a tax credit of \$425,000. Earnings, including the sale of aircraft, were 39¢ a share in 1956, against a loss of 65¢ a share in 1955, based on 848,121 shares outstanding on Dec. 31, 1956.

● A NET PROFIT OF \$6,000,000, representing a rise of 17% over the previous year's total income is reported from its traffic revenue for 1956 by **KLM Royal Dutch Airlines**. The 1956 revenue from worldwide traffic aggregated 406 million guilders, or approximately \$107,000,000. KLM paid a 7% dividend to stockholders, after deducting 13,500,000 guilders (\$3,600,000) for addition to reserves. In addition to the normal depreciation, extra depreciation needed to cover the rising prices of new planes has been charged to the profit-and-loss account. The total amount involved is 52 million guilders (\$13,700,000). During 1956, KLM concluded a credit agreement with three American banks for \$50,000,000 which is being applied to the financing of orders for new aircraft.

● DESPITE SUBSTANTIAL NON-RECURRING COSTS, **Seaboard & Western Airlines** earned \$485,273 after taxes on revenues of \$13,766,483 for the year ending Dec. 31, 1956, its annual report disclosed last week. This is equal to 51¢ a share on 956,801 shares outstanding and compares with 1955 earnings of \$1,967,369, equal to \$2.54 a share on 774,102 shares outstanding at the end of 1955. The 1955 revenues totaled \$18,479,768. Earnings during 1956 and 1955 included capital gains, respectively, of \$189,114 and \$877,472. S&WA's net worth increased from \$4,682,067 at the end of 1955 to \$8,145,609 at the close of 1956. Of this amount, \$2,944,792 came from the

company's first public issue of 180,000 shares in April, 1956.

● THE SENATE FINANCE COMMITTEE HAS BEEN ADVISED by the **Air Transport Association** that ATA does not object to a House-passed bill to extend corporate taxes for another year at the present level, but opposes a Senate bill that would, in effect, raise corporate taxes of airlines, among others, a net of 1%. The communication pointed out that the scheduled airlines are "faced with a serious and growing financial problem" at a time when they face huge outlays for new equipment requirements for the jet age. It added that the airline profit margin has gone down steadily in spite of a continual growth in the volume of business.

● A GAIN OF 18% IN FREIGHT TRAFFIC and of 11% in passenger traffic, a small profit, and a substantial increase in revenue were announced last week by **British European Airways** in a pre-audit report.

● NET PROFITS FOR 1956 OF \$7,367,435 were reported by **Republic Aviation Corporation** on sales of \$346,214,310, comparing with the 1955 earnings of \$14,731,134 on sales of \$547,387,242. Per share earnings were \$5 in 1956 and \$10.01 in 1955. Taxes on income, U. S. and foreign, were \$7,640,980 in 1956 and \$15,851,122 in 1955.

● HIGHEST IN ANY PEACETIME YEAR, 1956 ORDERS at **Lockheed Aircraft Corporation** totaled \$1,117,000,000. Sales for 1956 totaled \$742,591,000, up from \$673,589,000 in 1955. Backlog as of Dec. 30 stood at a near peak \$1,597,523,000, up 31% from 1955. Commercial backlog rose to \$444,871,000, highest year-end total in Lockheed's history. Earnings were \$15,073,000, equal to \$5.10 a share, compared to 1955 earnings of \$17,332,000, or \$5.95 a share. The 1956 earnings reflected a write-off of \$17,370,000 development costs on the Electra, the new prop-jet transport now sold internationally.

● A NET PROFIT OF \$1,885,799, an increase of 13% over 1955, was earned in 1956 by **Braniff International Airways**. Operating revenues increased 12.7%, while expenses increased 11.5% and revenue ton miles rose 15.5%, maintaining a close relationship to the 16.45% increase in available ton miles.

# People & Places

● THE INTERNATIONAL SOCIETY OF AVIATION WRITERS at its first general meeting in Washington, D.C., last week elected as its first honorary member **Dr. Edward Warner**, President of the Council of the International Civil Aviation Organization from which he is retiring on April 18.

● IN A REALIGNMENT OF ADMINISTRATIVE DUTIES at American Airlines **Frank J. Beach** has been made Director, Air Freight Traffic and **Mark Forrester** Manager, Air Freight Tariffs.

● LATEST APPOINTMENTS AT SLICK AIRWAYS INCLUDE: **James M. Mask**, director of purchasing, and **William F. Callejo**, manager of properties.

● ON A SIX-WEEK ROUND-THE-WORLD TOUR of his company's cargo installations and facilities, with a view to stepping up cargo traffic between America and global destinations: **W. O. Greenway**, Cargo Sales Officer, U. S. A., British Overseas Airways Corporation.

● NAMED DISTRICT SALES MANAGER IN VANCOUVER, B. C., for BOAC: **Derek C. Picard**.

## Special Promotions

● A SINGLE SHEET, 8½ X 11, IN TWO COLORS, and with background illustrations, is titled "5 Reasons to Ship SAS". The reasons are listed thus: 1. Direct flights to Prestwick - Hamburg - Bremen - Copenhagen - Oslo - St. Ekholm - Rome. 2. Frequent connections to Helsinki - Frankfurt - Milan - Vienna - London - Paris. 3. Weekly cargo capacity of 60,000 lbs. 4. 100% cargo control from origin to destination. 5. Prebooking of all freight. All the foregoing is set up in large bold-face type surrounded by plenty of white space. The concluding line reads: For further information contact SAS or your local freight forwarder.

● A 24-PAGE PASSPORT-SIZE ENGLISH-SPANISH summary of words and phrases apt to be most helpful to business travelers and others is available free from **Avianca**, 342 Madison Ave., New York 17. With phonetic pronunciations attached for users in both languages, the contents are divided into such sections as: At the Airport, On the Airplane, At the Hotel, At the Postal and Telegraph Offices, In the Market - In the Shop, Months, Days of the Week - Colors, Numbers, Everyday Expressions, Guide to Pronunciation.

● ELECTED VICE-PRESIDENT - PURCHASING AND STORES at Braniff International Airways: **Horace Bolding**.

● ELECTED VICE-PRESIDENTS, RESPECTIVELY, of Federal Affairs and Traffic for the Air Transport Association: **Leo Seybold** and **Robert L. Turner**. ATA Board of Directors also elected **Hawaiian Airlines, Ltd.**, as an associate member.

● AS OF THIS MONTH, THE OFFICES of the British Overseas Airways Corp. in New York are at 530 Fifth Ave., the telephone remaining the same: Murray Hill 7-8900.

● SWORN IN AS MEMBER of the Civil Aeronautics Board: **Louis J. Hector** - until Dec. 31, 1962.

● ELECTED VICE-PRESIDENT AND COMPTROLLER of Panagra (Pan American-Grace Airways): **Ludwig H. Clifton**.

● APPOINTED AS ASSISTANT LEGAL ADVISOR to the Chairman of the Civil Aeronautics Board: **Robert C. Lester**.

● TRANSFER OF THE INTERNATIONAL CIVIL AVIATION Organization's regional office for North America and the Caribbean from Montreal to Mexico City has been announced by ICAO's Secretary General **Carl Ljungberg**.

## Traffic Statistics

● CARGO TRAFFIC THROUGH LEADING AIRPORTS during February, in lbs. — Four N. Y. region airports (**La Guardia**, **N. Y. International**, **Newark**, **Teterboro**): scheduled domestic freight - 16,641,300, express - 3,544,200, air mail - 4,391,500, first class mail - 1,666,800; scheduled overseas cargo - 5,157,500, mail - 1,532,100; helicopter freight and express - 308,600, mail - 182,600. \* **Miami International Airport**: domestic freight and express - 3,797,826, mail - 1,017,332; international freight - 13,011,252, mail - 318,495.

## Electronics to Speed Up Shipper Service

● IMPROVED SERVICE TO AIR SHIPPERS IS PROMISED as electronics is teaming up with aviation to expedite control of freight deliveries, air waybills, operations, inventory and cargo space reservations. A task force of Western Union executives has completed the first of a series of conferences with **Riddle Airlines** officials at Miami on the first phase of an electronic installation that will go into operation in about 45 days on the cargo airline's Miami-Atlanta route.

# COVERAGE



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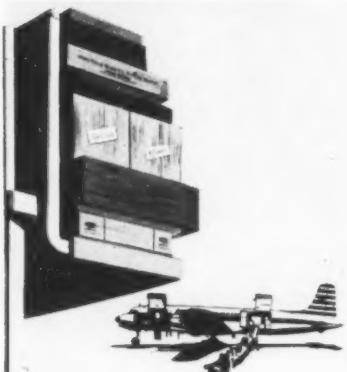
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## Book Reviews

**RESULTS OF AIR FORCE** research on a pneumatically-driven impact tester are contained in a new booklet, entitled, "Design and Development of a Heavy Weight High Impact Shock Machine." Written by E. N. Sabbagh and A. S. Quint of the Lowell Technological Institute for Wright Air Development Center, this booklet describes a recent study of more efficient packaging materials for aerial delivery of heavy cargoes.

The impact tester was designed to evaluate the dynamic performance characteristics of cushioning materials. A 577-pound impacting element was capable of projection downward with a velocity of from 20 ft. to over 50 ft. per second. The report, No. PB121198, is available for \$1 per copy from the Office of Technical Services, U. S. Department of Commerce, Washington, D. C.

Another report by Mr. Sabbagh tells about the "Performance Characteristics of Paper Honeycomb Cushioning Materials" which were impacted under a heavy weight high impact shock machine. This report compares characteristics of certain commercial paperboard honeycomb materials with those of materials previously tested. A correlation between energy absorption and density is exhibited. This publication, No. PB121183, is also obtainable from OTS for \$1.75.

\* \* \*

**FOR SOME TIME NOW**, competition has been increasing among the major American seaports for bigger shares of the national import-export tonnage. Promotion drives have been going full speed. Two recent results of these drives were beautiful pamphlets in color, issued by port agencies in New York and Los Angeles, detailing their respective ports' bids for increased international shipping business.

The Port of New York Authority issued a 40-page brochure describing land, sea and air passenger and cargo-handling facilities in the world's leading port. Well illustrated, this brochure lists the advantages which the port offers in shipping by rail, truck, sea and air.

Besides detailing its own port facilities, the 48th Annual Report of the Los Angeles Board of aHrbor Commissioners includes a Harbor Directory which lists by name and address the various steamship companies and agents, customs house brokers, foreign freight forwarders and stevedore

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SHIPPING MANAGEMENT, APRIL, 1957

companies in the area. The booklet also includes an analysis of foreign shipments from Los Angeles for 1955-56 by commodities.

## News—Promotion

(Continued from Page 17)

was general counsel, California Railroad Ass'n. since Jan., 1954. Represented California roads for 20 years before that.

**PROMOTIONS:** American Sisal-kraft Corporation named sales reps.: **F. F. Campbell**, Connecticut, Vermont, Western Massachusetts; **Samuel Foote** and **Calvin Stephens**, Carolinas and Eastern Tennessee; **J. W. Smith**, San Francisco.



SAMUEL FOOTE

Container Laboratories, Inc. held three annual meetings of Boxmakers' Quality Evaluation & Research Group recently. Results of tests on box quality and performance were reported to executives and technical men from 90 box manufacturing plants throughout the country.

**SALES MEETINGS:** North American Van Lines, Inc. started series of 15 regional meetings to explain 1957 service and sales program directly to 1100 company agents. Management team comprising **James D. Edgett**, Pres.; **William L. Sneltsjes**, VP, sales; and **Russell C. Minear**, VP, operations, to address meetings in Kansas City, Mo., Louisville, Atlanta, Orlando, Fla., New Orleans, Pittsburgh, Toronto, Can., Boston, Mass., Roanoke, Va., New York, Chicago, Minneapolis, Minn., Palm Springs, Calif. Tour winds up April 26, Seattle, Wash.

**PASSED AWAY:** **William L. Thomas**, senior sales engineer, Railroad Loading Division, Evans Products Company. Passed away Feb. 11. Thomas joined Evans in 1940. Before that, he was with N. Y. Central Railroad for 23 years.

**INTERSTATE DISPATCH, INC.**, has started a special scheduled LTL

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service providing next morning doorstep deliveries between Chicago and St. Louis, Dayton and Cincinnati. Next day service is provided between St. Louis and Milwaukee.

**Franz C. Rummel** has been appointed district manager of the Car Service Division, Association of American Railroads, with headquarters at Atlanta, Ga. He succeeds **Thomas M. Healy**, who resigned to accept an appointment to the Railroad Retirement Board.

**PORT OF NEW ORLEANS** named **James W. Martin** and **Ladell H. Tudor**

to direct new sales office in Cincinnati, O. Tudor was district sales mgr. for American Airlines in New Orleans.

## Packing a Punch

(Continued from Page 4)

on order at the end of January a total of 112,098 freight cars. He pointed out that the railroads were hopeful of getting monthly delivery of as many as 10,000 freight cars during 1957 in order to meet the continued increase in anticipated carloadings.

## Air Transport Cuts Costs

(Continued from Page 11)

Maintenance Repair	560
Office Equipment, Replacement	637
Office Equipment, Rental	60
Special Sale	12
Employees Welfare	2,127
Health & Accident	355
Inventory Adjustment	1,412
Other Expenses	2,542
<b>Total Warehouse Expense</b>	<b>\$58,631</b>

Similar expenses at the Chicago warehouse amounted to \$55,302 monthly. Thus, Electro-Lab's total warehousing costs at Los Angeles and Chicago totalled \$113,933 monthly or \$1,367,196 annually.

The Harvard study uncovered three "hidden" items that the company was allowing to slip by, uncounted as warehouse expenses. Electro-Lab Company did not charge as warehouse expense the premiums paid for insurance on average inventory (Item 4 on chart). Neither did it include interest on capital invested in inventory (Item 5 on chart). These two expense items were computed by Harvard and added to the list of expenses itemized by the company. In computing Item 5, Harvard took the average inventory of 2,076,000 units valued at \$851,000. Interest on this capital invested at 5% totals \$3,547 per month. The third "hidden" item — not shown on this chart — is the monthly transportation costs of replenishing inventory.

If the costs of insurance, interest on capital invested in inventory, and transportation are included in the total cost of distribution, the cost of the Los Angeles warehouse was understated in the company's figures by \$6,563 per month. The company was understating the cost of their Chicago warehouse by \$15,359 per month.

The effect of understating distribution costs to the warehouses would not be reflected in the profit and loss statement of the company, as total cost was recorded, but a recognition of such understatement could have an effect upon planning the establishment of, and the budget for maintaining, the field warehouse.

Restocking orders required 16 days to Chicago and 22 days to Los Angeles for planning minimum and maximum inventory levels. The replenishment cycle included: 3 days at the field warehouse for paper work, placing and mailing an order; 5 days at the plant warehouse for selecting, packing, and shipping an order; 8 days in transit to Chicago, and 14 days in transit to Los Angeles. The time in transit was based on intercity truck service to Chicago and on rail freight forwarder service to Los Angeles.

The supervisor of traffic maintained records of total transportation expense per month by kinds of transportation. However, the records did not break down transportation expense by destination. The cost of transportation to replenish inventory at the Chicago and Los Angeles warehouses was recorded by the company as part of total transportation expense and was not recorded as an expense of operating the warehouses. It was estimated by Harvard

that cost of transportation to replenish inventory averaged \$6,795 per month for the Chicago warehouse and \$2,967 per month for the Los Angeles warehouse.

Now let's see what effect air transport could have on this picture. If air transportation is used, transit time can be reduced; the change in transit time will affect the replenishment cycle; the change in the replenishment cycle will affect the levels of inventory required; the change in inventory levels will affect costs. On the other hand, the use of air transport will increase the transportation expense by the amount of the rate differential between surface and air transportation.

The company delivered receiving tubes to the Los Angeles warehouse via rail freight forwarding service, calculating 14 days for transit time. If air transport were used, transit time to Los Angeles could be reduced to 4 days. Second-morning delivery was the average by air, so this estimate is a conservative allowance. This schedule could be maintained by any westbound flight, after allowance for unforeseen delays. Thus, use of air transport could reduce transit time to the Los Angeles warehouse by 10 or 12 days. Similarly, if air freight were used to Chicago, the replenishment cycle would be 10 days, a reduction of six days. Electro-Lab Company had planned minimum and maximum inventory levels for all tube types at the field warehouses of 60 days and 90 days respectively.

How much inventory reduction could be obtained if air transport was used, instead of surface transportation only, depended partly upon how large a safety factor is included. Factors considered by Electro-Lab Company in setting the safety factor were (1) "about two to three months' pipeline needs", and (2) "manufacturing plans." Harvard felt that the safety factor could also be reduced for:

1. Pipeline needs would be less, because the replenishment cycle would be shortened if air transport was used, and that the "two-to-three-month" allowance was based more on historical industry practice than upon need.
2. Manufacturing plans could be given less weight, because the production flow from factory to plant warehouse would regain equilibrium after the initial five or six-week adjustment period reaching lower inventory levels. Or it could be easily accomplished during the vacation stoppage.
3. The adjusted minimum level for each of the warehouses provided a margin of safety for a substantial increase in sales.

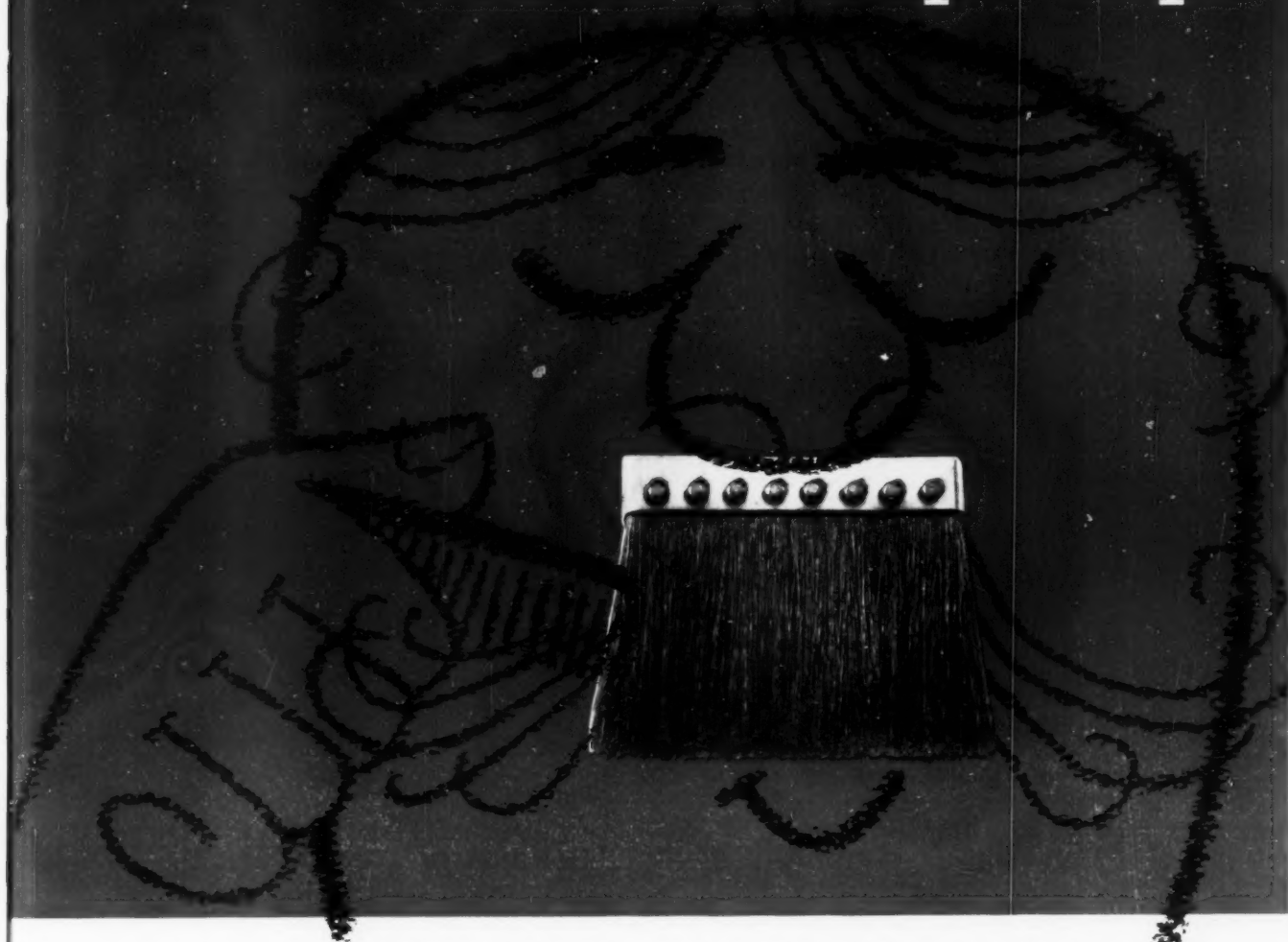
To determine the effect on minimum and maximum inventory levels that air transport might have, the rate of sales per day at the warehouses had to be ascertained. Actual sales in units per month for all tube types were analyzed. The month having the lowest unit sales, the month having the highest unit sales, and the average monthly sales for the period were each divided by 22, the number of selling days per month. The actual monthly averages were within 10% of the new figures developed.

Therefore, minimum inventory level at the Los Angeles warehouse could be reduced from two months to 23 days and the maximum level reduced from three months to 37 days. Similar reductions could be made at the Chicago warehouse. The use of air transportation, reducing transit time and making it possible to reduce the inventory level

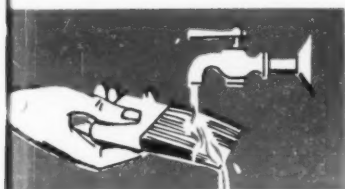
(Continued on Page 44)

# FLASH-TITE®

## Gummed Tape Tips



### BRUSH CARE IS IMPORTANT!



For maximum efficiency in sealing keep tape machine brushes clean by washing them daily in warm water.

For *best results* under *all conditions* use *Flash-Tite gummed tape*. The special Flash-Tite glue really fights to bite in and hold! To guarantee a full measure of glue and a consistently uniform coating Crown Zellerbach uses Accuray—controlled by atomic energy.

Flash-Tite is unusually "clean"—free from speck dirt—another proof of the extreme care that goes into its manufacture. And "clean" tape—whether plain or printed—always makes your packaging look best. Order *Flash-Tite* today!

**IMPORTANT!** New Free Booklet, "Flash-Tite Gummed Tape Tips" tells you how to get the most out of packaging with gummed tape. Send for it now!



## CROWN ZELLERBACH

FLASH-TITE, DEPT. 1-E  
343 SANSOME STREET  
SAN FRANCISCO, CALIFORNIA

Please send me your free booklet, "Flash-Tite Gummed Tape Tips"

FIRM NAME \_\_\_\_\_

TYPE OF INDUSTRY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

REQUESTED BY \_\_\_\_\_

... for more details check #16 on HELP-O-GRAM

# Call **LIFSCHULTZ** **FAST FREIGHT...to be SURE!**



**MIDWEST — CALIFORNIA  
SERVICE NOW AVAILABLE!**

Beginning March 15, 1957, Lifschultz offers a new, speedy freight link from Chicago-Milwaukee to Los Angeles-San Francisco. Arrow Freight Forwarders will co-load with Lifschultz from the east to the west coasts, offering the same type of service Lifschultz has provided between east coast and mid-west for over half a century.

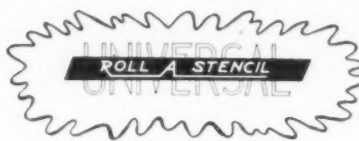
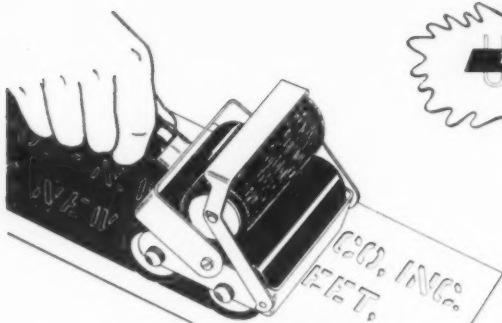
For Rates, Information and  
**FREE Point List —**  
Write, Phone Office  
Nearest You.

**PROMPT DAILY PICK-UP  
AND DELIVERY**



**LIFSCHULTZ FAST FREIGHT**  
NEW YORK, CHICAGO, BALTIMORE, PHILADELPHIA, MILWAUKEE,  
SPRINGFIELD & BOSTON, MASS., BLOOMFIELD, NEW HAVEN

... for more details check #14 on HELP-O-GRAM card.



Patent Pending

## A BRAND **NEW** WAY TO STENCIL ADDRESS YOUR SHIPMENTS . . .



"LIKE ROLLING ON A RUBBER STAMP"  
it's so easy - and by actual test, more than  
**3 TIMES FASTER** than any other stenciling  
method or product.

- "ROLL-A-STENCIL" advanced design with self contained ink roller holds enough ink to stencil all day on one inking.
- **TWIN ROLLERS** smoothly roll perfect stenciled impressions in one rapid stroke with no effort!

Our surveys show that shipping departments welcome this completely new and faster method - **Order your set today on a money back guarantee.** Set shown includes pint can of ink and pouring spout . . . **\$10.50** plus postage.

**UNIVERSAL FOUNTAIN BRUSH CO., St. Petersburg, Florida**

... for more details check #5 on HELP-O-GRAM card.

## Defense Dep't Hails ATA for Support of Reserves' Program

The American Trucking Association recently was presented the Department of Defense Reserve Award "for its outstanding cooperation with the Reserve Program of the Armed Forces."

Citing ATA and the affiliated state trucking associations and member companies, the Defense Department said the organizations' active support of the Reserve program "has led to the formation and sponsorship of motor transport units in 24 of the 48 states, constituting a vital part of the Transportation Corps."

The award was presented to R. C. Williams, president of ATA, by Maj. General S. R. Browning, Deputy Army Chief of Transportation. Along with the citation, ATA received a pennant which signifies the award. The pennant has thirteen stars, for the thirteen original states, a torch of freedom, a powderhorn symbolizing preparedness, and a bugle signifying a call to arms.

As a sponsor of Transportation Corps Reserve Units, the Defense Department said, the ATA and its members have encouraged employees to become active reservists and have granted them leave with pay for participation in summer field training in addition to regular vacation periods.

## Santa Fe Foundation Sets Up College Grants

A PROGRAM CALLING for the granting annually of five 4-year college scholarships will be started soon by the Santa Fe Foundation, a non-profit corporation sponsored by Santa Fe Railway, it was announced recently by Fred P. Gurley, president of the line.

Selections will be made after a nation-wide search for exceptional students to be conducted by the National Merit Scholarship Corporation. First preference in awarding the grants will

# Why reinforced tape?

**BECAUSE...** big labor savings, greater security for your shipments are now possible due to recent Express, Parcel Post and Freight rulings. Reinforced tape costs no more than "the old way" because you *use less than half as much tape.*

Only two strips are necessary for completely safe closures.

**Speeds up vital shipments during heavy shipping periods—**

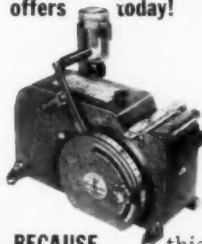
**Daily (3 to 5 P.M.)**

**Monthly (25th to 31st)**

**Yearly (Rush and Peak Seasons)**

**Take advantage of the**

**BIG SAVINGS reinforced tape offers today!**



# Why Counterboy 125?

**BECAUSE...** this is *the only tape dispenser* designed so that it is adjustable to the heavy glue coating of reinforced tape as well as the lighter gumming of 60 lb. tape. All others were designed to moisten light glue coated 60 lb. tape—not heavy glue reinforced tape.

Counterboy 125's exclusive **three dimensional, deep moistening, guarantees complete security—speeds sealing.**

Ask for a demonstration of the Counterboy 125 in your own shipping room today!

**FREE:** One roll of reinforced tape.



*Better Packages Inc.*  
SHELTON, CONN.

Please have a Better Packages' field man call on me.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

## Need Temporary Help in a Hurry?

Call  
**manpower, inc.**

for

- shipping clerks
- car unloaders
- stock clerks
- warehousemen

We Operate On A  
Quick Call Basis

Use our employees for 4  
hours, a day, a week or  
longer at low hourly rates.

for one man or a crew call

**manpower, inc.**

OVER 100 OFFICES COAST-TO-COAST

Write for illustrated booklet  
"The Inside Story of Temporary Help"

Dept. SM 820 N. Plankinton Avenue  
Milwaukee, Wisconsin



... for more details check #30 on HELP-O-GRAM card.



**STOP GUESSING  
AT TAPE LENGTHS**

try the  
**IDEAL 200E**

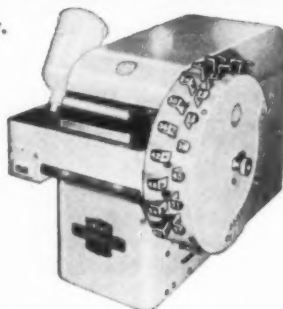
automatic *Electric* **CLIP-A-TAPE**

**Measures and Cuts up to 105" Accurately.**  
No more "guess & mess".

**Offers Unequalled Speed** — exclusive  
Selecta-matic keyboard.

Allows two operators to work side by  
side without conflict.

Other Time and Tape-saving Features,  
too! Including thermostatically controlled  
water heating unit, easy tape reloading,  
adjustment for greater tape widths up  
to 4", non-rust materials where rust and  
corrosion attack ordinary tape dispensers.



**IDEAL**

FREE Illustrated Brochure

STENCIL MACHINE CO.

108 IOWA AVE., BELLEVILLE, ILL.

... for more details check #27 on HELP-O-GRAM card.

be given to sons and daughters of Santa Fe employees who qualify in N. M. S. C. competition. Second preference will be given to students residing in states served by the railroad—Illinois, Iowa, Missouri, Kansas, Colorado, New Mexico, Arizona California, Oklahoma, Texas and Louisiana.

## "LISTEN MR."

(Continued from Page 20)

a large dealer can control his own shipping cost on merchandise being aware of the risks involved in split shipments and delivery lags.

In no instance is there a clear cut formula which one may follow in establishing a system of distribution of products. As we have said many times in the past, a majority of traffic problems are individual and peculiar to each case. Perhaps the wisest approach, or the wisest formula to use in establishing any traffic procedure is to make a thorough analysis of all factors and try to arrive at something which will be equitable both to the shipper of the merchandise and to the dealer.

## Traffic Tower

(Continued from Page 21)

Ringsby Truck Lines, Inc. . . . Marlin C. Brown, FTM, Chemstrand Corporation.

**ATCA NIGHT:** Sponsored by the Women's Traffic & Transportation Club (Baltimore), Mar. 13. L. E. Gelaspie, Traffic Dir., Reynolds Metals Company, Exec. VP, ATCA, spoke. Mollie Moore, program chairman, chaired.

Stanley E. Russ, cargo sales director, Trans World Airlines, spoke Feb. 25 to Newark Chapter 39, Delta Nu Alpha. John Sozzio, TM, Theobald Industries, chaired.

Passed On: Richard C. Holland, Ass't TM, American Steel & Wire Div., U. S. Steel Corp. on March 1, Holden, Mass.

**EASTERN INDUSTRIAL TRAFFIC LEAGUE's** Semi-Annual Meeting

April 17-18, DuPont Plaza Hotel, Wash., D. C. Bradley Nash, Deputy Under Secretary, Commerce, (Transportation) will speak on "Current Events in Transportation." Walter W. Weller to preside.

**APPOINTED:** Charles F. Theobald, TM, Robert Gair Paper Products Group; Lee J. Sprowls, TM, Hazel-Atlas Division. Both appointments announced by Roy Schoenneman, GTM, Continental Can Co., parent company . . . Col. Thomas R. Vague, regional director, Southwestern Traffic Region, Military Traffic Management Agency. With headquarters in Dallas, he will supervise all commercial freight and passenger transportation used by 115 armed forces installations in Arkansas, Louisiana, New Mexico, Oklahoma, Texas . . . Richard S. Denenholz, GTM, Dole Hawaiian Pineapple Co. . . . Richard A. Gosline, Western TM, Rilco Laminated Products, Inc.



RICHARD A. GOSLINE

**INSTALLED:** Virginia Colombo, Pres., Women's Traffic Club (San Francisco).

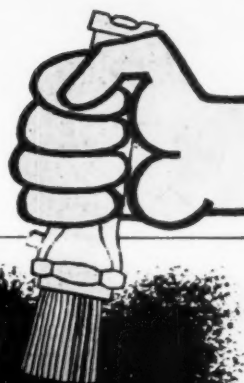
Golden Gate In '58 Committee, Associated Traffic Clubs of America, now headed by Al Pentilla, Pres., Oakland Traffic Club; George Horton, VP, Pacific Traffic Ass'n. Group is planning 1958 convention of ATCA in San Francisco.

**ELECTED:** Bronx Traffic Club elected George Davis, Johns-Manville Corp., Pres., Harry Gershoff, Blue Comet Express, VP; Jack Brautman, Western Carloading, Sec'y.

Ken Sheehy, VP (Traffic), Denver-Chicago Trucking Company, Inc., announced promotions of Richard Bens and Robert Page to post of Ass't GTM.

**NORTH JERSEY TRAFFIC CLUBS** annual Father and Sons Sports Night on February 11 was

*a popular choice  
of shippers everywhere*



## GARVEY'S STENCIL AND MARKING INKS

Garvey's "Ace of Spades" Stencil and other marking inks were developed after careful research and study under actual shipping room conditions.

Used by most of the larger shippers, Garvey's "Ace of Spades" ink will not rub off, harden brushes, become "gummy", freeze or deteriorate.

It can be used to mark boxes, bales, sacks, fibre cases, burlap, etc. And it is specially filtered for Fountain Brush use.

If you want to insure safe, fast delivery of your shipments, mark them with Garvey's "Ace of Spades" or other marking inks.

Available in 1 and 5 gal. containers . . . also 55 gallon agitator drums.



### Other inks sold by Garvey include:

Garvey's colored stencil inks . . . brilliant and permanent. Available in Red, Green, Blue, White and Yellow.

Garvey's Galvanic Stencil Ink . . . non-setting and non-clogging . . . 100% trouble-free. Colors Black and Red.

Garvey's Yellow Metal Stencil Ink . . . ideal for black metal, such as springs, drums, etc., Quick-drying.

Garvey's Black Metal Stencil Ink . . . for metal surfaces. Quick-drying. Cannot be dissolved by petroleum products.

## Garvey

*fountain brush & ink company*

4379-87 Duncan Avenue  
St. Louis, Mo.

. . . for more details check #26 on HELP-O-GRAM card.

emceed by John (Buddy) Hassett, formerly with the Braves and Yankees, and now with Eastern Freightways.

**UNION BARGE LINE CORPORATION** appointed Robert M. Tyrie as TM, it was announced by Edmund D. Osborne, general TM.

**CLARK EQUIPMENT COMPANY** has appointed Frank E. Juranek as general TM, it was announced recently by vice president John G. Mack. Previously, Juranek was divisional TM for eight years.

## New Products

(Continued from Page 18)

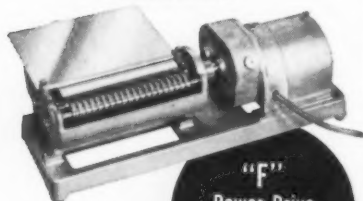
operated safety brakes, hydraulic cylinders, moulded-on-rubber wheels, roller-bearing casters and flow control valve controls. All parts are warranted for one year.

(Check #73 on card facing Page 6).

### New Literature

The concealed cost of manual folding of paper forms is the subject of a new booklet just released by Pitney-Bowes, Inc. Pointing out that any organization does a good deal of folding by hand of bills, letters, state-

labeling faster  
shipping IS cheaper  
mailing cleaner  
WITH  
**King**  
GLUERS

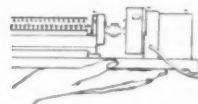


**"F"**  
**Power Drive**  
Fast, rugged, efficient.  
Real value.

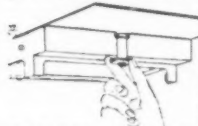


**"F"**  
**Hand Drive**  
A fine, dependable,  
low-priced unit.

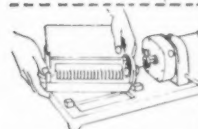
and many others  
from 6  
to 60 inches



true  
portability



positive  
control



easiest  
cleaning

King Gluers are saving man-hours every day for thousands of users—and speeding up output. Tops for all manual production labeling — short runs, all-day runs, intermittent use, variety runs. Switch jobs or locations quickly.

Send now for information and prices. Or send us your special problems. King has a gluer for every need. Full line of all-over, strip and marginal machines.

**King Sales and Engineering Company**  
441 Folsom Street — San Francisco, Calif.  
... for more details check #11  
on HELP-O-GRAM card.

ments, etcetera, the booklet describes a new automatic mail inserting machine, just developed by the company, which collates and nests enclosures, opens and stuffs envelopes, counts, seals, stacks and optionally imprints postage at speeds up to 6,000 pieces per hour.

(Check #74 on card facing Page 6).

Features of a new bag filling machine, which can automatically sweep between 25 and 200 pounds of free-flowing materials into bags and then close the bags, are described in a new brochure issued by Kraft Bag Corporation. The brochure is illustrated and it shows the machine in operation.

(Check #75 on card facing Page 6).

The Arrow Fastener Co., manufacturers of staples and stapling machines, have recently put out a new "Sales Manual," a small, fast reading booklet. It is reportedly the only "Manual" of its type in the industry and, according to Arrow officials, has been enthusiastically received by everyone who has seen it thus far. The entire Arrow line is introduced with simple illustrations and terse copy pointing out the many different uses of each item.

(Check #76 on card facing Page 6).



Shipping containers made of plywood, craveneer, corrugated, veneer or sawed material in cleated, hinged, nailed or wirebound designs are listed and illustrated in a new catalog put out by Chicago Mill and Lumber Company. Returnable containers, pallets and specialties are included in the catalog. Copies are available free.

(Check #77 on card facing Page 6).

The story of the packaging, research, design, engineering, testing and special studies activities of Container Laboratories, Inc., is told in a new two-color brochure. Through narrative and pictures, the brochure tells how the firm is serving the packing and shipping needs of industry and the military.

(Check #78 on card facing Page 6).

#### Automatic Sealer

Introduction of an automatic carton sealing machine has been announced by Better Packages, Inc.

Known as the "Boxize Tape-O-

## BECOME AN EXPERT IN TRAFFIC and TRANSPORTATION

Today the man trained in TRAFFIC AND TRANSPORTATION is one of the most important and well paid individuals in business and industry. Thousands of firms need experts on rates, tariffs, regulations, etc.

We train you thoroly at home in spare time thru the famous LaSalle Problems Method under the personal guidance of expert traffic authorities.

Splendid opportunities developing rapidly in MOTOR TRUCK and other phases of the Traffic and Transportation field.

Get the facts. Mail coupon today for FREE 48-page book. "Traffic and Transportation—the Fast Growing Profession." Learn about the opportunities and how you can qualify as an expert in the TRAFFIC AND TRANSPORTATION field.

### LASALLE EXTENSION UNIVERSITY

A Correspondence Institution

417 S. Dearborn St., Dept. 497T, Chicago 5, Ill.

Name.....

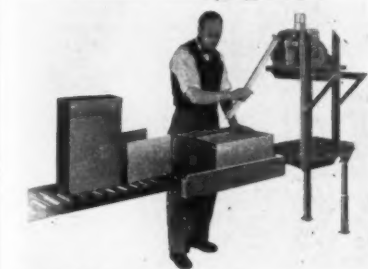
Address.....

City..... Zone..... State.....

... for more de a la check #6  
on HELP-O-GRAM card.

Matic," this machine offers automation in tape measuring to shippers sealing variable sized boxes, the company stated. Gummed tape is automatically measured, fed and moistened.

(Check #79 on card facing Page 6).



#### Packing Material

Development of a new flame-proof flexible corrugated material has been announced by John H. Feaver Paper Company.

Besides being inflammable, this flexible corrugated also has protective cushioning and shock resistance qualities which are essential to safe shipping. Known as "Flame-Flex," the material can also be used for fire prevention against sparks from welding, the company stated. It conforms with specifications JAN-B-121 as amended and MIL-B-121A. Free samples are available.

(Check #80 on card facing Page 6).

## Packaging Course

(Continued from Page 15)

fully diagrammed, for the future reference of the student. What instructor could show more enthusiasm? But, where else would an instructor find so enthusiastic a class?

### Previous Lecturers

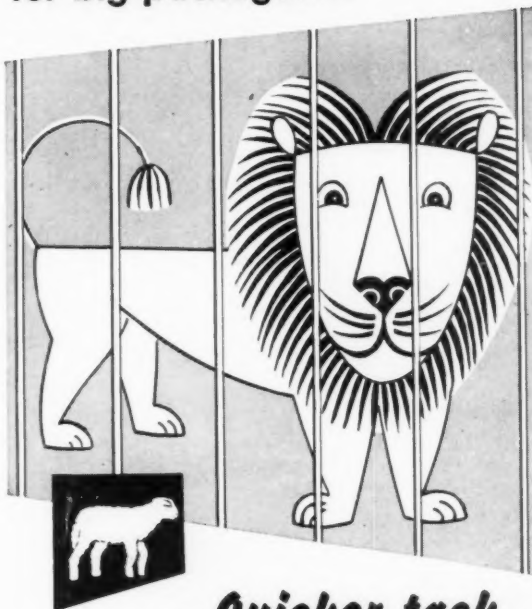
Teachers who have already appeared at the course include Eugene Wald, General Manager, Champion Paper Products Co. of Union, N. J., who lectured on Cushioning Materials, Properties, Functions and Applications. Mr. Wald is also Vice President for Packaging of SIPMHE's Eastern Division. George Gero, Engineer at Container Laboratories in N. Y., spoke on Selection of Packaging Materials. Jerry Rockefer, Value Analyst at General Foods, spoke on Bags, Folding and Set-Up Boxes. Co-Instructor Julius J. Puchy gave the Introductory Lecture on Packaging and Package Planning. Tubes, Bottles, Metal Drums, Barrels, Pails & Fibre Drums were covered in a single evening by Harold Freeman, Packaging Engineer, Jerome F. Gould Corp., Brooklyn, N. Y. Mr. Freeman, an active SIPMHE member, has won prizes for his packages in National Protective Packaging Contests.

### Distinguished Lecturers

Jules L. Fallick an Eastern Division SIPMHE Director, and General Manager, Preservation Packaging, Inc., Hillside, N. J. spoke on Rigid and Flexible Plastic Containers and Forms as Related To Packaging. The Relation of Physics and Chemistry To Packaging was discussed early in the term by two faculty members: Dr. Forrest P. Clay Jr., Assistant Professor of Physics, Newark College of Arts and Sciences, and Dr. Hugh W. Johnson, Assistant Professor of Chemistry at the college.

On April 3rd, the class was honored by the appearance of two distinguished members of the packaging profession: Earl Stivers, President of the Eastern Division, SIPMHE, Director of the Package Research Lab. in Rockaway, N. J., who lectured on Wirebound Boxes; and Tom Kenyon, Packaging Engineer, J. H. Dunning Co., Darien, Conn., whose subject was Wood Boxes, Pallets and Crates. Others slated to speak, many of whom have won national prizes for packaging, include Lawrence R. Burroughs, Packaging and Automotive Engineer, Ford Motor Co., Jersey City; Plywood & Veneer Containers and New Developments; Jerome J. Kipnees, Lab. Supervisor, Container Labs: Package Testing Techniques; Paul H. Paulsen, Senior Engineer, Engineering Dept. William H. McGee, Inc.: Export Packing; Frank Cohen, Chief of Packaging

## Longer tack for big packages...



...Quicker tack  
for little ones

## GREEN CORE®

superstandard gummed sealing tape

Whether you ship big, lion-size packages or little lamb-size cartons, you'll do a better sealing job, faster, with Green Core.

This tape reaches tack sooner and holds tack longer than any tape you've ever seen. That's because it carries an exclusive gumming, developed in Mid-States' own laboratory. It's water soluble, requiring no special additives, yet it reaches tack almost at the instant it touches the moistener and stays tacky long enough to tape the biggest carton without drying out. It sticks instantly and permanently with a minimum of rubbing.

If you haven't yet tried Green Core, you don't know the best of all sealing tapes. Write for a free sample roll and prove Green Core's superiority right in your own shipping room.

### MID-STATES Gummed Paper Company

Dept. 419, 6850 SO. HARLEM AVE., BEDFORD PARK, ILL., ARGO POST OFFICE

New York   Syracuse   Philadelphia   Boston   Atlanta  
Cleveland   Detroit   St. Louis   Los Angeles

... for more details check #13 on HELP-O-GRAM card.

# SEAL IT SEAL IT

# RIGHT TIGHT

with



## GUMMED SEALING TAPE

APPLIES SPEEDILY  
GRIPS TIGHTLY  
PERMANENTLY



TOP  
TAPE  
PERFORMANCE  
... ALWAYS

ATLANTIC'S ON-TO-STA  
GUMMED SEALING TAPES  
AND GUMMED SPECIALTIES  
SERVE EVERY SEALING NEED

DISTRIBUTED THROUGH  
PAPER MERCHANTS

### ATLANTIC GUMMED PAPER CORPORATION

1 MAIN STREET • BROOKLYN 1, N.Y.

BRANCH OFFICES: PHILADELPHIA • PITTSBURGH • CHICAGO • BUFFALO • BOSTON • HAVANA  
... for more details check #24 on HELP-O-GRAM card.

Branch, N. Y. Ordnance Dist., Dep't of the Army: Military Packaging; J. D. Farrington, Jr., Packaging Engineer, Jiffy Mfg. Co., Hillside, N. J., Executive Vice President, SIPMHE Eastern Div.: Cost & Economics of Packaging; Irving A. Delloff, Chief Industrial Engineer, Presto Lock Co., Garfield, N. J.: Time and Motion Study In Relation To Packaging.

The course will conclude with a round-table panel discussion to "provide the student with opportunity to solve individual packaging problems."

SIPMHE members have shown a decided willingness to help students and career men in the field of packaging learn more about their business. The Rutgers course is new, but many packaging experts who are members of SIPMHE have lectured in the New York Metropolitan Area, in such diverse schools as New York University, Columbia and Stevens Institute of Technology. The need for broadening the technical and scholastic training of packaging experts has long been felt. These men in the field are helping to fill the gap, by their time and energy, often at considerable cost to themselves, in the varied courses. The packaging course movement aided officially or unofficially by SIPMHE members has appeared in various places around the United States, among them at Purdue University in Lafayette, Indiana, the University of Michigan, and at Wayne University in Michigan.

## "Perfect Shipper"

(Continued from Page 19)

report errors they find. Sometimes we have no way of knowing about failures unless the other fellow tells us. The railroads would like to have your ideas.

### FOUR QUESTIONS YOU CAN ASK

When looking 'at damage, you can think along the following lines:

- What was the cause?
- Who contributed to the cause?
- The shipper, carrier or receiver?
- What might be done to prevent repetition?

### TRUCK DRIVERS: BE CAREFUL

Don't forget the truck driver. Many truck drivers see nothing wrong in dropping containers or barrels or sliding them down chutes with no provision for stopping them at the bottom.

### SHIPPING ROOM IS A FREIGHT STATION

Each shipping room is a freight station. It is estimated that the average less carload shipment passes through the hands of fifty freight handlers from production to consumption. Any one of these men can do something that will create or prevent damage to the article they handle. It is our hope that every man will do something to prevent damage.

## Shock Absorbers In RR Cars Now Cut Damage To New Low

**SHOCK ABSORBERS** that take the bounce out of fast-moving railroad freight cars are helping to eliminate damage to fragile freight—like produce—and are stopping the accidental uncoupling of trains in transit.

### Experiments Determine Cause

Experimental work to find the cause of unusual happenings to freight trains in transit was described recently by H. W. Faus, consultant. He addressed the annual meeting of The American Society of Mechanical Engineers in New York. Mr. Faus said the first indication of this trouble appeared when refrigerator cars, filled with quarters of beef, arrived at their destination with the meat pulled from ceiling hooks and lying on the floor.

### Perking & Bumping Ruled Out

Numerous yard tests ruled out rough car handling such as perking and bumping as the cause. The next step was to place observers in a car loaded with sand bags hanging on the meat hooks. The answer came quickly. When the train reached 41 miles per hour, the violence of the bouncing action broke nearly all the sand bags from their hooks. It was found that all cars with that specific spring arrangement would go into a violent dance at this speed no matter how smooth the track.

An engineer reports that this bouncing occurs in cars running above the critical harmonic speed for the spring arrangement of that design. Some cars actually bounce a total vertical height of 9 miles for every 1,000 miles of travel.

### Critical Speed A Factor

Mr. Faus described another instance where car bouncing caused trains to uncouple while in motion and cause serious delay and accidents. This happened during World War II when the railroads were called upon to transport huge quantities of oil in tank cars, which meant operating at the highest possible speeds.

Numerous inspections of trackage on which the accidents occurred and the equipment itself did not uncover the trouble. It was not until observers rode the trains that the cause was found to be car bouncing. The critical speed in this case was found to be 51 miles per hour. If the bouncing took place when the cars were running free (without strain on the couplers) the coupler lock bounced open and the train came apart. In all instances described by the speaker, a redesign of the car trucks to include shock absorbers cured the trouble.



**THIS CHECK LIST WILL HELP  
GIVE YOU THE ANSWER!**

YES NO

☐ ☐

I'M GETTING TOO MANY D.O.A. COMPLAINTS.

☐ ☐

D.O.A.'s ARE SLOWING UP DELIVERY TO MY CUSTOMERS' CUSTOMERS.

☐ ☐

I'M WASTING EXPENSIVE WAREHOUSE SPACE BECAUSE I CANNOT SAFELY STACK MY PRESENT CONTAINERS HIGH ENOUGH.

☐ ☐

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Wirebound Crates  
Wirebound Boxes  
Corrugated  
Pallet Boxes—Wirebound  
Cleated Boxes  
E-Z Pak Cleated Corrugated  
(Watkins type)  
Hinged Corner Crates or  
Boxes

**CHICAGO MILL AND LUMBER COMPANY**

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Chicago 3, Illinois

PLANTS • GREENVILLE, MISSISSIPPI • ROCKMART, GEORGIA • CHICAGO, ILLINOIS  
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Obsolete glue-pot



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**\$17.50**  
(6" model shown)  
(9" & 12"  
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Ungummed labels are economical, but glue-pots are messy and wasteful! GLUE-FAST applies the exact amount of glue to ungummed labels for maximum Grip. GLUE-FAST increases efficiency . . . reduces Shipping and Labeling Department costs as much as 30%!

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by Leslie A. Bryan

Director, Institute of Aviation  
University of Illinois, Urbana

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"**NOBODY** in traffic, packing and shipping can complete a study of this rich and complex field and getting a clear idea of how to set about solving its problems," writes "Shipping Management" of **TRAFFIC MANAGEMENT IN INDUSTRY**.

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Position .....

Company .....

## Tuning In

(Continued from Page 16)

ling methods and a movie showing will follow. E. C. Anderson, regional traffic manager, Montgomery Ward & Co. is program chairman.

## NSIA Committee to Hear Report On "Canadian Military Packaging"

B. V. Schaub, president of National Adhesives (Canada) Ltd., and past president of the Packaging Association of Canada, will be the main guest speaker at the spring meeting of the National Security Industrial Association's Packaging Advisory Committee. The meeting will take place during the American Management Association's National Packaging Exposition, April 8-11 at the International Amphitheatre, Chicago.

Mr. Schaub's presentation will deal with the subject of "Canadian Military Packaging" with emphasis on the industry liaison view. Reports will be given by Task Committee chairmen on various military assignments.

## SIPMHE Programs 1957 Short Course; Set for Oct. in Atlantic City, N. J.

"Brainstorming for Profits" is the theme of the SIPMHE Short Course to be held concurrently with the National Industrial Packaging & Handling Exposition of 1957, October 28-31 at Convention Hall, Atlantic City, N. J.

Temple University will sponsor this year's Short Course. H. C. Rountree of Temple and chairman of the course, said that three of the 18 sessions will be devoted to teaching conferees how to conduct brainstorming sessions in packaging, handling and transportation. The 15 other sessions will concentrate on practical approaches to improved techniques in these fields. Special emphasis will be placed on research and development, and the influence of various modes of transportation on industrial packaging.

## AMA Clinic May 15-17 to Survey Automatic Packaging Machinery

Automatic packaging machines will be discussed at a clinic to be sponsored by the American Management Association from May 15 to 17 in New York.

This clinic will examine the many types of semi-automatic and automatic packaging machines that can be used for flexible packaging, discuss how they may be used advantageously, and note their limitations. There will be a comprehensive discussion of films and laminations, their variabilities, and the properties that make them desirable or undesirable for today's dynamic marketing and distribution.

## Michigan Traffic League, SMU to Sponsor 4th Transportation Conference May 15-16

Michigan State University in cooperation with the Michigan Industrial Traffic League will sponsor the Fourth Annual Conference on Traffic and Transportation on May 15 and 16 at the Kellogg

Center, East Lansing, Mich.

The specific subjects to be discussed are "Private Transportation," "Pricing Transportation," and "Selling Industrial Traffic Management." Louis Rothschild, Undersecretary of Commerce for Transportation will deliver the major address on "Public Policy for Transportation." Other speakers will include: A. G. Anderson, GTM, Socony-Mobil Oil Company; J. E. Keller, general counsel, Private Carrier Conference, American Trucking Associations; E. V. Hill, chairman, Eastern Railroad Traffic Executives Association; and James R. Hoffa, vice president, International Brotherhood of Teamsters.

#### **N. Y. SIPMHE Hears About Future Low Cost Plastics To Come**

A review of developments in the plastics field including foams, films, resins and vacuum forming was presented at the March meeting of the Eastern Division, SIPMHE, by Charles A. Southwick, Technical Editor, Modern Packaging Magazine & Encyclopedia. Speaking on "Some New Developments In Packaging," Mr. Southwick told the members and guests that by 1960 at least one billion pounds of polyethylene will be produced. The new name for polyethylene (or which will succeed it) will be something like polyolifine to more accurately describe it. Mr. Southwick predicted that the price of polyethylene, now around 35¢ a pound will drop to between 25 and 30¢ by 1960. The price of film, now at 48¢ per pound, will substantially decrease with marketing of a better resin, 1 mil in thickness at 50¢ a pound for 30,000 sq. inches. (Compared to 20,000 sq. inches at the 48¢ price.) The speaker also showed some of the new inexpensive types of plastic materials and interior cushionings now under development.

#### **Transportation Field**

(Continued from Page 9)

company's customers. That involves being actively concerned with what effect the traffic department policies are having upon the sales and purchasing departments.

The purchasing department is to be supplied with rate quotations, routes and routines, both by carload and truckload. Also, consolidating or pooling less-than-carload and truck-load shipments must be developed. In fact, an effective means of developing customer goodwill is by arranging distribution through pool truckloads and carloads. By cooperating with other traffic departments, a free exchange of information may be had to offset some of the complexities growing out of our increased industrialization.

Approved courses in industrial traffic management are available in some 94 colleges and universities in the United States. It bodes well for private business that traffic management has

**If your product is**

**HEAVY**  
**or**  
**BULKY**



**Package it for less**  
**with**  
**TAPE-STRAP®**  
**gummed filament tape**

Users report savings up to 50 and 60 percent when they switch to super-strong Tape-Strap for package reinforcement. In many instances, Tape-Strap's amazing strength makes it possible to change from a wooden crate to a paperboard container; and every Tape-Strap user not only cuts down application time as well as other packaging costs, but achieves better packaging.

Tape-Strap is as easy to handle as ordinary gummed sealing tape. It's economical, because only a few short strips are needed. Tape-Strap goes on without pressure, can't cut the container or damage contents. No costly application equipment is needed. And there's no disposal problem.

#### **60% saving!**

Wolverine Bolt Company, Detroit, switched to Tape-Strap for reinforcing Bel-singer cartons holding an average of 300 lbs. of bolts or upset products. Labor cost per carton dropped 60%.



#### **FREE SAMPLE ROLL**

Try out Tape-Strap in your own shipping room. Write for free sample roll and complete data, including application diagrams for various types of containers. Compare the cost with any other type of reinforcement.

#### **MID-STATES Gummed Paper Company**

Dept. 419, 6850 S. HARLEM, BEDFORD PARK, ILL., ARGO P. O.

New York    Syracuse    Philadelphia    Boston    Atlanta  
Cleveland    Detroit    St. Louis    Los Angeles

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- EXCLUSIVE "BALANCED DESIGN" by HANSEN
- PRECISION BUILT TO HIGH STANDARDS
- SPLIT-SECOND AUTOMATIC REPEATER ACTION
- FINGER-TIP TRIGGER-TYPE RELEASE
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for **EVERY** Tacking and Stapling Requirement **HANSEN** offers the most complete line!

There are 36 different models with 80 staple sizes from which you may select the HANSEN Automatic High Speed Tacker that has been scientifically designed for your particular need. There is no job too difficult for a HANSEN One-Hand Tacker! Adaptable to countless uses and applications in your business.

You're paying for the best . . . Why not specify it by name — **HANSEN**

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**CASTEL Safety WHEEL BLOCKS**

hold securely on all surfaces . . .



Pavement  
Shoulder  
Snow  
Ice

This is our "Utility" Wheel Block WB3C for general blocking requirements of trucks, trailers and other vehicles.

An economical investment for accident prevention. Reduces danger of run-away trucks if parking brakes fail. Avoids hazards of truck moving away from dock while loading.

Cast from high strength Alloy Steel. Available with cast-on calk, removable calk or flat bottom. Easy to handle or store.

Write for Bulletin S-57

**CALUMET STEEL CASTINGS CORP.**  
1636 SUMMER STREET HAMMOND, INDIANA

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professional status and young men and women have the opportunity for a career in this field of service. In recent years, a few colleges and universities have held transportation institutes in addition to the regular course. These are available for two or three weeks' duration and cover various phases of the transportation field. They are usually attended by employees of industrial concerns with direct interest in the subject. (The company sends one or two employees to the school.)

Among the colleges and universities which have conducted these institutes have been the American University, Washington, D.C., four each year, and the University of Minnesota, Minneapolis, Minnesota. There are two publications, which would be interesting to those seeking correspondence study, namely:

Guide to Correspondence Study. National University Extension Association, Indiana University, Bloomington, Indiana; and

Correspondence or Directed Home Study. Office of Education, Department of Health, Education and Welfare, Washington 25, D.C.

## Package Closure Panel

(Continued from Page 13)

he added. "If a brush isn't large enough it will not do the job." Mr. Herrlinger said that the best type of moistening machine was the automatic type which gives a predetermined length and wetness. As to a word of warning: **Moistening machines must be kept clean at all times** if tape is to perform properly. Another admonition: It is important that the carton surface be reasonably clean and free from lint.

Two-strip sealing, Mr. Herrlinger told the group, has had quite an impact on the closure field in the last two years. Two-strip sealing, he said, has opened the door to the gumming industry for high speed assembly-line conveyor line sealing machines. "This, we believe, is the biggest thing that has happened in our industry in the last 20 years. Gummed tape is an important closure in the American industry because it is flexible, pliable, moisture resistant. When printed it is one of the cheapest pilferage preventive closures. It offers a dust-proof, filter-proof, vermin-proof closure. Untrained labor can handle it. It allows re-use of cartons in certain industries. A fingernail or coin can open the carton without injuring it."

There are two basic designs in wire stitching machines, Mr. W. R. Pabich told the meeting. These are the arm-type and the post or bottom stitcher. Staples must be applied with 2½" centers between staples. Wire stitchers operate at varying speeds, depending on box need. It is possible for one operator to stitch between 200

and 400 boxes per hour. No adjustments are needed in the machines to take various sizes. Mr. Pabich explained the differences between stapling machines and stitching machines: Stapling machines drive only pre-formed staples into the material, and then clinch it. Their advantage over wire stitching machines includes the fact that they are portable, light and can be moved from place to place. They can be set up in different units to gang up on a big box or carton. There is a new machine available which closes the top of the carton after the product is packed.

In heavy production work, Mr. Pabich said, there are machines closing top and bottom on a conveyor line. They can take vari-sized types of cartons without change in the set-up. There are types mechanically working, without an operator. Wire stitching, he concluded, is quick, clean and efficient. It makes a rugged box.

### Steel Strapping Equipment

According to Mr. H. Koehn the shape of steel strapping does not influence its tensile strength. Steel strapping is drawn up and fastened by hand, or automatically, or by power tools. Equipment consists of a stitcher and a sealer. Automatic tools are composed of stretcher and stitcher. This permits quick work on the assembly line. Power tools consist of electric and hydraulic equipment. All power machines automatically cut and seal the strapping. A great many varieties, without adjustments, can be used in strapping. Steel strapping can be used with all types of containers and bundles. Certain types of overweight packs and bundles will be accepted by the railroads if steel strapped. The interlocking flange container works well with steel strapping. It is easily lifted and has high resistance to transit shocks. Safe and easy to open, it has smooth sides, and is easy to load, requires less storage space. Pilferage with this type of pack is greatly reduced. Strapping maintains its strength, and does not stretch. It is not only a closure, but provides a tensioned reinforcement to the box.

### Pressure Sensitive Tape

Without need of more than ordinary hand pressure, pressure sensitive tape can be applied, Mr. R. Selle told the audience. The tape is generally used in three general packaging categories. Among types: cloth, paper, reinforced vinyl backings, and films of all types. Reinforced tapes include two types: 1) glass reinforced, 2) rayon or nylon. Glass reinforced tapes are excellent, because they are tensile. Corrugated boxes with pressure sensitive tape closure will absorb a good portion of shock in a drop test.

The panel was well-received by the chapter. Expectations are for a continuation of the spectacular type of meeting at least once a year.

## ELIMINATE SHIPPING CONTAINER FAILURES!

DISCOVER "WEAKLINGS" BY PRE-TESTING

with

**GAYNES**

MODERN

## "TORTURE-TRIO"

Here is a complete testing laboratory that will save you thousands of dollars every year! Gaynes National Safe Transit approved and unconditionally guaranteed equipment reveals weakness or proves strength of your shipping containers.

### INCLINE-IMPACT SHOCK



Gaynes INCLINE-IMPACT (Conbur) TESTER duplicates actual impact punishment received in freight car, highway truck or trailer, or plane. Capacity: 600 to 6000 lbs.

### CEASELESS VIBRATION

Gaynes VIBRATION TESTER precisely duplicates rough-road jolting, smooth highway runs, freight car "jitter" or other vibration motion. Capacity: 50 to 6000 lbs.



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### DROP-TESTING SHOCK

Gaynes AUTOMATIC DROP TESTER delivers broadside, edge or corner blows from drop heights up to 60 inches. Capacity: 1 to 125 lbs.



### NEW! 7' and 14' DRUM TESTERS

GET ALL THE FACTS NOW!  
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Does the busy freight handler spot your goods immediately... send them safely, speedily, on their way to your customer?

Association of American Railroads says, "STENCILS contribute very materially to prompt and correct deliveries." American Trucking Association says, "A shipment properly stenciled is off to a good start on its journey to destination."

## FREE

Catalog, and stencil cut with your name. Clip this ad to business letterhead with your name. MAIL TODAY!

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Is your magazine addressed correctly? Examine the wrapper, and notify SHIPPING MANAGEMENT MAGAZINE, 425 Fourth Ave., New York 16, N. Y., if you desire any change. Please send back the old wrapper, and the new address, and allow about five weeks for the change.

## Air Transport Cuts Cost

(Continued from Page 30)

would have this effect: Chicago inventory reduced 65%; Los Angeles inventory reduced 56%.

Let us build up these savings in chart form. By reducing our inventory 65% in Chicago and 56% in Los Angeles, the most obvious saving is in rent.

### SAVINGS IN WAREHOUSE EXPENSE

Monthly Savings:	Chicago	Los Angeles	Total
Rent	\$ 2,682	\$ 2,458	\$ 5,140
Taxes	2,249	2,940	5,189
Tube Testing	—	3,934	3,934
Insurance	224	84	308
Interest	5,332	2,009	7,341
<b>Total per Month</b>	<b>10,487</b>	<b>11,425</b>	<b>21,912</b>
<b>Annual Savings</b>	<b>\$125,844</b>	<b>\$137,100</b>	<b>\$262,944</b>

The next item is: **State Taxes on Inventory** — An immediate saving in warehouse expense would accrue from reduction of taxes paid on inventory.

The 1955 tax for the Electro-Lab warehouse in Illinois was \$41,520 or \$3,460 per month, and for the California warehouse was \$63,012 or \$5,251 per month. Assuming a reduction in taxes in accordance with the reduction in inventory, savings of \$2,249 per month would accrue for the Chicago warehouse and \$2,940 per month for the Los Angeles warehouse.

The third item we can eliminate is testing of tubes after they arrive in Los Angeles, because with the more careful handling of freight by trained specialists, and the elimination of the jarring, jolting, stopping and starting of surface transport, the testing will no longer be necessary. This means we can save \$3,934 monthly at Los Angeles.

**Insurance** was written on an all-risk basis and the premium was based upon the valuation of inventory. Therefore, the reduction in inventory would result in a saving of insurance premiums of \$224 per month for the Chicago warehouse and \$84 per month for Los Angeles.

Now, finally, let's get to the biggest item of all. The total released capital from both warehouses would amount to \$1,761,884 annually. If a 5% interest rate is assumed, there would be a gross saving in interest of \$7,341 per month or \$88,095 per year.

And the \$1,761,884 of released capital on a nonrecurring basis would be available for use by the company as work-

**NEW**

**3 TIMES FASTER  
TIMES STRONGER  
THAN OTHER CLOSURE METHODS\***

**IN EVERY WAY  
THE BEST CLOSURE  
FOR YOUR BOX**

**BEST PERFORMANCE  
AT LOW COST**

\* BASED ON TEST BY INDEPENDENT LABORATORY. RESULTS ON REQUEST! **Rexford PAPER COMPANY MILWAUKEE 9, WISCONSIN**

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ing capital. It is important to emphasize that working capital is the circulating capital related to the scope of the business enterprise. The higher its ratio to total capital, generally, the greater the profits and the lower the prices of the products or services of the business.

Harvard did not include any cost for obsolescence or deterioration of tubes that might occur. If Electro-Lab Company carried a large inventory of a tube which had been redesigned, for instance, obsolescence of the old tube inventory would be significant. The smaller the tube inventory carried by Electro-Lab Company, the lower the obsolescence cost.

Another important consideration omitted was the labor force. With such substantial reductions in inventory, it is quite probable that a manpower saving would also result.

Still another saving not considered is the capital tied up in transit. On average shipments by Electro-Lab, this amounts to \$55 per day on items going to Chicago and \$25.62 per day on items going to Los Angeles. If this money were invested at 5% interest, it would earn \$530 per month. Up to this point, calculations have been made to show that savings are possible through the reduction in inventory. However, the cost of obtaining these savings has not been considered.

### Surface Vs. Air Costs

Let's compare surface and air transport costs. Our next chart uses the Los Angeles warehouse for illustration. Similar costs prevail at Chicago.

	LOS ANGELES TRANSPORTATION COST	
	Surface Freight	Air Freight
Weight (pounds)	11,250	11,250
Rate per 100 pounds	\$ 9.57	\$27.62
Cost per shipment	\$ 1,077	\$ 3,107
Total cost per month	\$ 2,154	\$ 6,214
Total cost per year	\$25,848	\$74,568

The total annual transportation cost of restocking the Chicago and Los Angeles warehouses would rise from \$49,676 to \$124,752, an increase of \$75,076 in transportation costs.

Now, let's subtract this higher cost of air transportation from the savings it will allow us to make.

### NET SAVINGS IN WAREHOUSE EXPENSES

	Chicago	Los Angeles	Total
Annual Savings	\$125,844	\$137,100	\$262,944
Less Increased Freight	—26,356	—48,720	—75,076
Net Annual Savings	\$ 99,488	\$ 88,380	\$187,868

Even with transportation costs increased, the company would still realize an annual net savings of \$187,868.

Considering that the total annual warehousing cost of the company was \$1,367,196, this represents a saving of 13.7% on warehousing. Instead of turning over its inventory only 3.7 times annually, its turnover could have increased to 10.5 times annually.

And let's not forget that the company had an additional \$1,761,884 working capital that could have produced an additional profit of substantial amount. Or, it could conduct the same volume of business with a reduction of \$1,761,884 in invested capital!

Six observations drawn from the Harvard study are:

1. Some successful companies, marketing on a national scale, operate without any warehouses.
2. Many companies are now re-appraising their warehousing practices.
3. Warehousing tends to inject a degree of rigidity



## POTDEVIN Label Paster

Available in 6", 8 1/2", 12" and 18" widths.



POTDEVIN MACHINE CO.

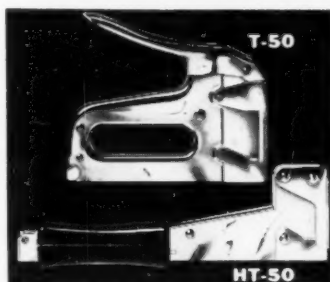
208 North Street • Teterboro, N. J.

Designers and manufacturers of equipment for Bag Making, Printing, Coating, Laminating, Gluing and Labeling.

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Time savings of 30% and more with unskilled operators makes your POTDEVIN Label Paster quickly pay for itself. No adjustments required for varied shaped labels. Accurate control of adhesive minimizes waste and assures clean, neat labeling.

## Save time and money with ARROW AUTOMATIC NAILING MACHINES!



T-50—Automatic gun tacker. All purpose heavy duty nailer.

HT-50—Automatic hammer nailer. Staples with each blow. Both guns use T-50 (.050 wire) staples up to 9 16" leg.

See the full line of Arrow automatic gun tackers. Available at leading hardware, lumber and building supply dealers. Write for catalog.

### FAST!

Fastens 10 times faster than any other method! Saves up to 50% in time and labor... reduces fatigue... one hand operation leaves other hand free to guide work or to give support in awkward positions.

### CAN'T JAM!

Test it yourself... staple even against metal. Staples never stick—never jam gun. Never any lost time on the job.

### HOLDS!

Powerful compression spring drives staples flush. Insures deep penetration. Wedge-pointed staples secure firmly for great holding power.

**ARROW FASTENER CO., INC.**

ONE JUNIUS STREET, BROOKLYN 12, N. Y.

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Under this heading classified advertisements are accepted at the uniform rate of 25 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$5.00. Address all communications to Classified Department, SHIPPING MANAGEMENT, 425 Fourth Avenue, New York 16, N. Y.

### FOR SALE

AVAILABLE AT VARIOUS points in the East 32" x 48" four way block type used pallets in good condition. Average weight 59 lbs. each. Will make attractive deals for quick sale. Write Box 462, SHIPPING MANAGEMENT, 425 Fourth Ave., New York 16, N. Y.

### DISTRIBUTORSHIP WANTED

SOUTH CENTRAL MICHIGAN Shipping Room Supply and Rubber Stamp Co. seeking Distributorships of Gummed Tape, Dispensers, Steel Strapping and Wire Binding, Hand and Air operated Staplers, Tackers other related items. Reply to Box 463, SHIPPING MANAGEMENT, 425 Fourth Ave., New York 16, N. Y.

into a distribution system because once a warehouse is established, it is not easy to discontinue it.

- Whether an established warehouse is profitable is frequently difficult to measure, particularly when no alternative to their use has been attempted or examined.
- Warehousing costs are increasing.
- The establishment of new warehouse facilities is very often determined upon with little or no reference to the judgment of those outside of the sales department itself, and seldom with any consideration of the attendant cost.

Some conclusions from the Harvard study were:

- There is an increasing interest in and awareness of the possibilities inherent in the use of air transportation.
- There is great need for a re-thinking of the place of transportation in business operations.
- The field of physical distribution has, generally speaking, been neglected by business management, but offers many rewards for those who will re-examine it.
- Top executives of many industrial companies still look upon the traffic function as a narrow, routine one, rather than in the broader light of its potential contribution to procurement and to distribution, and to more efficient and economical conduct of the business.
- The exploration of the potentialities of using air transportation in a business frequently serves as a "trigger" to set off re-examination of a business area which holds many possibilities for improvement.

To attribute to air transport all the potential savings in this case which we have discussed would be unrealistic. A main source of savings undoubtedly lies in shortening the delivery time and adjusting scheduling and size of orders to a planned transportation service. No doubt some of these would be available without shifting to air. The first moral of the story, however, is that the investigation of the use of air was the catalyst which brought these to light. The second is that the speed of air did give the company opportunity to reduce inventory and gain savings. It may do so for your company—given the opportunity.



# This ad for bosses only!

*If you just work in the Shipping  
Department, please turn this page . . .  
Then tear it out and send it to the boss.*

## Dear Mr. Boss:

There is a fine horse-and-buggy situation in your Shipping Dep't., and it's costing you plenty. That is, unless you use a certain mailing machine!

You see a Shipping Department has to have high type personnel—the courteous, intelligent, accurate, neat, efficient operator who gets the work out, and wants every package to be a credit to the Company.

Know what you pay such a worker nowadays? Ouch—more than you got when you were Branch Manager!

**Y**ET you make him waste his time sticking bits of paper together—kindergarten, patty cake stuff! We mean picking adhesive stamps out of a stamp box, moistening and sticking them to parcel post packages.

*When he could do the job with a postage meter in one third the time, or less!*

A postage meter prints postage, any amount, as you need it—on gummed tape, wet or dry, as desired. And works a lot faster than anybody

can pick and stick stamps!

When outgoing orders are heavy, a postage meter can save overtime, and delayed shipments.

You never run out of stamp denominations, never have to overpay postage. The postoffice sets the meter for as much postage as you want to buy—and you have a lot less money tied up as an inventory of adhesive stamps.

You can throw away the stamp box, get rid of loose stamps. Your postage in the postage meter is safe from loss, damage, misuse. And is automatically accounted for by the



*Modern metered mailing saves time,  
saves money—and postage!*

meter. Easy-to-read registers show postage on hand, postage used.

Every meter stamp is dated, tells when the package was mailed. The meter *also* stamps and seals letters!

**M**ETERED parcel post is already postmarked, doesn't need cancelling in the postoffice, and so can often make earlier trains or planes.

A meter soon pays for itself, in the small shipping room as well as the large. It helps your Shipping Department do a better job and actually saves postage! Call the nearest Pitney-Bowes office, and arrange for a demonstration in your office—without any obligation. Or send the coupon for free illustrated booklet.

**P. S.**—If you now have a postage meter—excuse it, please. We can't ask this magazine to omit this ad in copies that go to meter users.

**FREE:** Handy desk or wall chart of Postal Rates, with parcel post map and zone finder.



**PITNEY-BOWES**

## Postage Meter

PITNEY-BOWES, INC., Stamford, Conn.

Originators of metered mail. Leading makers of mailing machines. Branches in 101 cities in U.S. and Canada.

PITNEY-BOWES, INC.

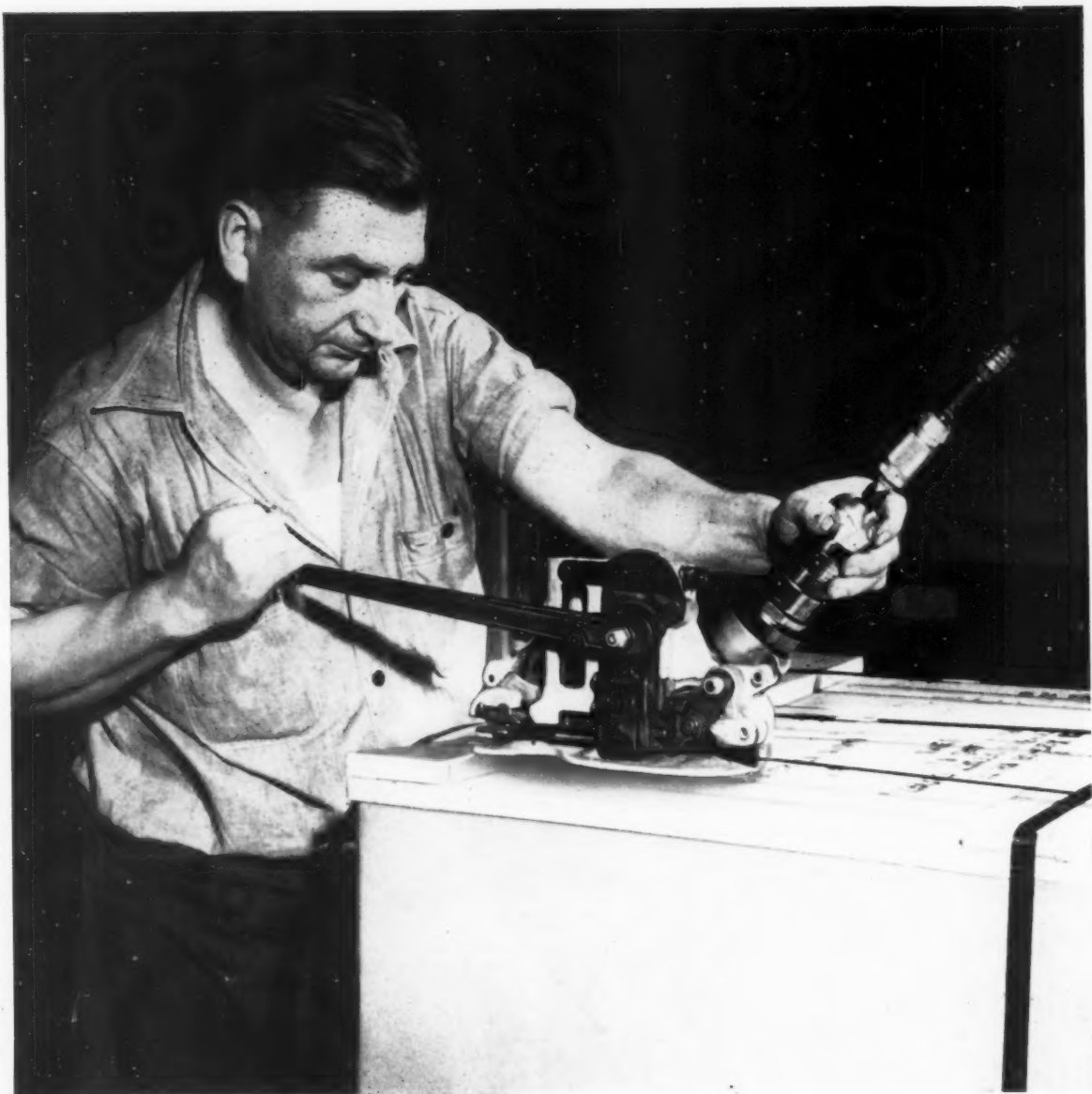
237A Pacific St., Stamford, Conn.

Send free booklet ☐ postal rate chart ☐ to:

Name \_\_\_\_\_

Address \_\_\_\_\_

for more details check #25 on HELP-O-GRAM card.



## Fast new way to apply steel strapping

With this new Signode machine, air power tensions the strapping; then a quick stroke of the handle seals the strap and cuts it off from the coil. No time wasted . . . no strap wasted. The machine is lightweight, portable, has an automatic seal feed magazine. It delivers any preset tension you want, up to 1600 pounds. With plenty of power for fast take-up, it makes strapping even big compressible bundles quick and easy. There's nothing else like it—it's one more way in which Signode can help make your product cost less to handle, store, ship and receive. Let your Signode representative show you. No obligation. Just write:



### **SIGNODE STEEL STRAPPING CO.**

2681 N. Western Avenue, Chicago 47, Ill.

Offices Coast to Coast. Foreign Subsidiaries and Distributors World-wide.  
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. . . for more details check #29 on HELP-O-GRAM card.